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THE NATIONAL NEWSPAPER OF MARKETING

Pre-emption Pattern? . . .

104 Stations Buy 'Race for Space,' Refused by Nets

Stations Get Bigger Share of What Shulton Would Have Paid to Net

NEW YORK, March 24—A large number of network television advertisers will be collecting rebates the week of April 24, as a result of the "Race for Space" winning the race for time—in this case, tv time.

The hour documentary, snubbed by all three networks, by this week had lined up about 104 stations, which have agreed to carry the show in prime time periods. In many cases, the stations, all but four or five of which are network affiliates, will pre-empt network shows to present the "Space" special. Last month ABC, CBS, and NBC turned down the show, with its ready-made sponsor, Shulton Inc., on the ground that all news and public affairs shows aired on their networks must be produced by their own staffs.

■ What will happen to the sponsors of pre-empted network programs? They undoubtedly will be given a rebate from the network on all the stations that carry the "Space" show in their regularly scheduled time periods, a network source told ADVERTISING AGE. It is unlikely that the stations would be able to re-schedule the net-

(Continued on Page 102)

McCann Vies with Subsidiary as Humble Invades Sohio Area

HOUSTON, March 23—Humble Oil & Refining Co. will begin a program of service station development in Ohio April 1.

The announcement touched off speculation over an apparent agency conflict. McCann-Erickson, New York, is agency for Humble, as well as for its parent company, Standard Oil Co. (New Jersey). And McCann-Marschalk, Cleveland, a subsidiary, handles Standard Oil of Ohio.

Humble said the new Ohio division's advertising will "most likely" be handled by McCann-Erickson. And Sohio told ADVERTISING AGE that it plans to continue with McCann-Marschalk, despite the eventual competition.

Until now, Jersey Standard and Sohio marketed in separate territories. In fact, until recently Sohio's agency was McCann-Erickson, but the agency last January redesignated its Cleveland office as a McCann-Marschalk office, thus moving the Sohio account to its subsidiary agency (AA, Jan. 18).

■ Humble, which currently markets in 37 states, has not previously sold its products in Ohio. According to Morgan J. Davis, president, site acquisition and construction planning for new service stations will get under way immediately.

The Ohio division will operate in Cleveland and Zanesville sales districts, with James T. Outz, formerly special assistant to the general manager of marketing of Humble's Esso Standard division, heading the operation from headquarters in Columbus. #

SNACK—*Charles Gulden Inc., Saddle Brook, N. J., breaks the biggest ad effort in its 98-year history with this four-color page in the northeastern edition of Ladies' Home Journal, followed by insertions in regional editions of LHJ and Life and in newspapers. Gardner Advertising, New York, is the agency.*

Lever Gives All Canadian English TV to MacLaren

TORONTO, March 24—Lever Bros. Ltd. has appointed MacLaren Advertising Co. to manage all its English-language television programs, network and local, effective this autumn.

MacLaren, which reportedly buys more television time in Canada than any other shop, was one of three of Lever's eight agencies here handling television shows, which this year included the Jack Benny-George Gobel half-hour, "Sea Hunt," "One Step Beyond" and "Front Page Challenge." Trade sources estimate that $1,500,000 of Lever's estimated $4,000,000 annual advertising budget goes to English-language tv shows. And

(Continued on Page 110)

BBDO International Hits Snags: Bernhardt, TWA

Agency Must Vie for Accounts with Defecting Ex-Partner of Dolan

GENEVA, March 22—There's a kicker to the BBDO-Pat Dolan merger announced three weeks ago today (AA, March 7).

The kicker is that Mr. Dolan's longtime partner in Europe—H. William Bernhardt—has declined to become part of the deal.

As a result, a new agency will be formed here April 1, and there may be a scramble between BBDO and Mr. Bernhardt for accounts and personnel.

Batten, Barton, Durstine & Osborn moved into the international field with purchase of 60% control of Mr. Dolan's London agency, Dolan, Ducker, Whitcombe & Stewart, and his public relations affiliate, Patrick Dolan & Associates, paying $1,000,000 for this interest.

Up to this week, however, there had been no mention of Mr. Bernhardt's name, and the reason for this omission is now clear.

Pat Dolan and Bill Bernhardt have been partners for eight years. A former airline executive, Mr. Bernhardt has headed the Geneva office and has had responsibility with Mr. Dolan for the offices in Paris and Frankfurt.

■ Dolan & Bernhardt is now being disbanded. A new agency, H. Wm. Bernhardt Inc., will be opened April 1, and Mr. Bernhardt served notice this week that it will operate in Geneva, Paris and Frankfurt and that it expects to retain the personnel and clients of Dolan & Bernhardt.

Among these clients are Lockheed, Chesebrough-Pond's, Royal McBee International and Chrysler International.

Since Pat Dolan plans to operate BBDO offices in these same cities,

(Continued on Page 102)

FC&B Gets All of TWA as Airline Pulls Non-U. S. Ads Out of New BBDO Unit

BULLETIN

New York, March 25—J. C. Delong, ad director of Trans World Airlines, has named Foote, Cone & Belding to handle TWA's international advertising.

Mr. Delong said the move was made to coordinate international with domestic advertising. FC&B is TWA's domestic agency.

TWA said Foote, Cone will establish an office on the continent—presumably in Paris—to handle the business.

FC&B got the nod to succeed Dolan, Ducker, Whitcombe & Stewart, despite the fact that it handles British Overseas Airways Corp.—a direct competitor of TWA—out of its London and Frankfurt offices.

The agency said here that it will be able to handle the two accounts without any conflict. It was explained that the new office in Europe would be responsible to New York and would not deal with London. When TWA ads are placed in Britain and Germany, they will be routed through affiliate agencies—not through the Foote, Cone offices in those countries.

By Mark Random

LONDON, March 23—Batten, Barton, Durstine & Osborn made its debut in British advertising circles today. It was supposed to have been a triumphant return for BBDO's new British partner, Patrick Dolan, but the debut was marred by the news that Trans World Airlines had peremptorily yanked its $850,000 international account out of the Dolan agency.

The TWA account, one of the largest in Britain, came to Dolan, Ducker, Whitcombe & Stewart only last June. It covered all TWA advertising outside of the U. S. and Canada.

BBDO's merger with Dolan, Ducker was announced three weeks ago. Making his first return to London since the deal was made, Mr. Dolan flew in last night, accompanied by William Gillen, formerly assistant to the president of BBDO, who is being relocated in London.

Messrs. Dolan and Gillen attended the Layton awards ceremonies today, oblivious of the fact that TWA had already fired the agency. Mr. Dolan picked up one of the top awards for advertising done in 1959.

■ Upon returning to the office they found a registered letter sent from TWA International headquarters in Paris. It announced the termination of the relationship, effective March 21. Thus the notice reached the agency two days after the effective termination date.

At the same time, TWA released the news of the termination to the press.

Robert E. Montgomery, TWA vp in charge of international sales,

(Continued on Page 102)

Some Dealers Ask Less Ad Stress on Small Cars

Public Accepts Compacts but in Widely Varying Degree, AA Survey Shows

CHICAGO, March 24—Auto dealers across the country who sell the new U.S. compact cars report almost unanimously that the smaller cars are selling as fast as they can be delivered.

And foreign car outlets say the compacts have widened the market, thus helping to increase the sale of imports.

These two points stand out in a check of nine major auto markets by ADVERTISING AGE correspondents.

Other highlights of the survey:

• Buick, Oldsmobile and Pontiac dealers have mixed reactions to plans by General Motors to add smaller cars to their respective lines. Comments ranged from "We need a compact car" to "I've got enough troubles already" (both of these were made by Oldsmobile dealers).

The auto men expect the new cars by fall, or next spring at the latest.

• Dealers find that while smaller cars often are used as second cars, the growth of two-car families is in many instances the result of keeping the old car instead of trading it in when buying a new one.

• Many compact car dealers feel a lot of their customers are those who formerly would have pur-

(Continued on Page 106)

Mathes' New Miami Office to Get Regal Beer

MIAMI, March 22—Anheuser-Busch has switched Regal beer and ale advertising from Tally Embry Inc. to J. M. Mathes Inc., New York and Miami, effective April 9.

The Embry agency has handled Regal, which bills an estimated $500,000, for the past eight years. Anheuser-Busch declined to comment on why the change was made. Mathes opened an office here this week to handle the account. Regal is sold only in Florida.

Anheuser-Busch acquired the

(Continued on Page 110)

Last Minute News Flashes

C. L. Smith Moves to BBDO from L&N

NEW YORK, March 25—C. L. (Bill) Smith, senior vp and management account supervisor at Lennen & Newell, will leave the agency April 1 and move across the street to Batten, Barton, Durstine & Osborn. BBDO, which confirmed that it was hiring him, said the appointment had nothing to do with American Airlines, which moved a year ago from L&N to Young & Rubicam. Mr. Smith had long been associated with American. BBDO services two other air carriers—Air France and Western Air Lines.

Sandler Resigns from Toni; Lewis Is Promoted

CHICAGO, March 25—Martin N. Sandler, vp in charge of advertising and brand promotion, marketing and research of Toni Co., has resigned effective March 31, to enter the investment and management field. A successor has not been named. Toni also announced that Joseph T. Lewis, brand supervisor, has been named director of brand promotion.

Stromberg-Carlson Shifts Some Billing to D'Arcy

ROCHESTER, N. Y., March 25—Stromberg-Carlson has switched agencies for its commercial products division and the bulk of its electronics division from Rumrill Co. to D'Arcy Advertising Co., New York, effective June 1. Rumrill will retain the telecommunication division, or about 20% of the company's total billing. About 25% of the electronics division's advertising is handled by Phillips-Ramsey Co., San Diego. The switch is being made to bring Stromberg-Carlson advertising closer to that of its parent company, General Dynamics Corp., whose corporate program is handled by D'Arcy.

(Additional News Flashes on Page 101)

Houston Named New President of Richards Agency

Richards to Head Exec Committee; Expect Agency to Bill $30 Million in '60

NEW YORK, March 22—Fletcher D. Richards, who has proved to be one of the most merger-minded presidents in agency history, this week relinquished the presidency of Fletcher Richards, Calkins & Holden to Bryan Houston.

Mr. Houston, who will be 71 this August, has been vice-chairman of the board and general manager of the agency since last July, when he merged the agency bearing his name with the Richards organization.

Mr. Richards, who will be 68 this August, formed his agency in 1948

Fletcher Richards Bryan Houston

out of the old Campbell-Ewald Co. of New York. Except for one three-year period, he has always been president. He now becomes chairman of the executive committee, replacing J. Sherwood Smith, who has been named senior consultant.

Bradley A. Walker will continue as chairman of the board.

■ Fletcher Richards, Calkins & Holden billed $26,250,000 in 1959. It expects to bill "well in excess of $30,000,000" in 1960.

Despite recent efforts to broaden its base, the Richards agency has

(Continued on Page 109)

Marie M. Winthrop Named Detroit Club's Adwoman of the Year

DETROIT, March 23—Marie Margaret Winthrop, head of Tech Agency, an all-woman organization, has been named Detroit's Advertising Woman of the Year by the Women's Advertising Club of Detroit. This designation makes Miss Winthrop a candidate for the

Marie M. Winthrop

national adwoman award made annually by the Advertising Federation of America.

Miss Winthrop became a copywriter for R. H. Macy & Co. in New York in 1937. In 1941 she returned to her home town and entered fashion advertising with J. L. Hudson Co. In 1943 she joined Simons-Michelson Co. and later was with WXYZ, Detroit.

She and a friend, Valore Marcinak, in 1944 formed Tech Agency, with Miss Winthrop as president. #

GARDEN SHOW—*These two future homemakers appear in a color spread in the April 4 Life which announces the 1960 Del Monte Garden Show. Additional advertising, via the San Francisco office of McCann-Erickson, includes an intensive schedule of spots in 200 markets on the CBS radio network plus color pages in 10 other magazines during April.*

Invasion by American Agencies Could Ruin British Ad Business: Brunning

But 'World Press' Denies Adman's Charges on 'Cutthroat' Americans

LONDON, March 22—Carl Brunning, chairman of the Brunning Group of marketing companies, has charged here that a new invasion of Britain is threatened by American advertising agencies.

At least six more American agencies are trying to "buy a foothold" in Britain, he told the Advertising Creative Circle.

He spoke as news reached London of the merger between Batten, Barton, Durstine & Osborn and Dolan, Ducker, Whitcombe & Stewart Ltd., which brought to eight the number of American agencies with shops in London.

What Mr. Brunning described as "a new threat of an American invasion" could have only disastrous effects on the British advertising business, he claimed.

■ He called American advertising "a cutthroat business that has few ethics and laws." American agencies, he claimed, have no scruples about canvassing the clients of rival agencies.

"If this invasion which I deplore takes place, the same thing will

(Continued on Page 109)

Goodyear Advances Four Ad Executives

AKRON, March 22—Goodyear Tire & Rubber Co. has shuffled its ad executive lineup, moving D. M. Peebles from ad manager of its foam products, aviation products and Goodyear aircraft, to assistant manager of the media division.

R. D. Prentiss, former staffer in the company's car and home section, succeeds Mr. Peebles.

R. H. Harris, former ad manager in charge of shoe products, moves over to manager of films advertising, while R. E. Powell, formerly in industrial products advertising, takes over as ad manager of shoe products.

In his new spot as assistant manager of media, Mr. Peebles succeeds L. J. Bornhofen, who has retired from the company. All appointments are effective April 1. #

O'Connor Leaves Tatham, Joins FC&B; Kinzie to Needham

CHICAGO, March 25—Two key men are leaving Tatham-Laird for other jobs, and two other men at the agency have been promoted to new positions.

Michael J. O'Connor, director of T-L's merchandising department, will join Foote, Cone & Belding April 4 as vp and director of merchandising. Mr. O'Connor, who has been with T-L for five years, also was new business manager.

Harry Kinzie, copy chief of T-L, will move to Needham, Louis &

Harry Kinzie Michael O'Connor

Brorby April 18, as vp and account supervisor on the Household Finance Corp. account. Mr. Kinzie also had been with T-L for five years.

■ Harry Barnhart, a group creative director at T-L, has been promoted to deputy creative director —a new job. Jerry Birn, also a group creative director, has been named copy chief, succeeding Mr. Kinzie. Both men will continue as group creative directors.

At the same time, Foote, Cone announced that Flory G. Koralik, who has been in FC&B's merchandising department for eight years, has been promoted to manager of the department. Also, Dr. Julian Andorka, formerly director of research in FC&B's Toronto office, has been appointed an account research supervisor in Chicago. #

Kenison Joins Weyerhaeuser

Jack D. Kenison has been appointed to the trade promotion department of Weyerhaeuser Co.'s lumber and plywood division marketing headquarters, St. Paul. He formerly was assistant advertising manager of Modernfold Doors, New Castle, Ind.

No Drinking Sell in Radio Spots for Whisky Brand

Kentucky Gentleman So Well Known Name Alone Is Enough, Says Strakes

BALTIMORE, March 24—George Strakes, head of Strakes Advertising, which has succeeded in cracking the radio line against hard liquor advertising with a schedule for Kentucky Gentleman bourbon, thinks that it's time to stop kidding "ourselves as to whether hard liquor should be advertised on the airwaves or not."

This is how he presented his case to ADVERTISING AGE: Hard liquor drinking is a part of American life; the drinking of liquor is being seen or talked about all the time on radio and tv programs; the product is advertised everywhere else—so why not on radio and tv?

The Kentucky Gentleman schedule was placed by Strakes on WAYE, Baltimore, on behalf of the distributor, R. W. L. Wine & Liquor Co. Not a National Assn. of Broadcasters member, the station is not bound by the association's liquor ad ban.

■ Mr. Strakes said drinking scenes are very much in evidence on tv and radio, day and night. He indicated he had seen "drunks drinking hard liquor, cowboys in adult westerns drinking hard liquor, cowboys on children's westerns drinking hard liquor and parents drinking hard liquor on children's shows" on tv.

The agency man said he and the client were grateful that WAYE accepted their business, which was turned down by other stations; 50 spots a week are running as a part of a second 13-week cycle.

"However, we are not allowed to use any copy containing words like liquor, drinking, whisky, etc.," Mr. Strakes said. "The success of this radio campaign was due largely to the overwhelming amount of advertising placed with other media in this area, to a point where everyone assumes that the words Kentucky Gentleman mean just one thing: Kentucky Gentleman, Kentucky straight bourbon whisky."

■ As a sample of the soft sell, also being carried in jingles, Mr. Strakes quoted:

- *1st southern lady: Who's your new friend, Honey?*
- *2nd southern lady: Why that's Kentucky Gentleman. He's most wanted in Maryland.* #

Highlights of This Week's Issue

Gesellschaft Werbeagenturen, German advertising agency association, protests C. L. Rumrill's description of German advertising as "30 years behind" American standards ..... Page 4

Ford Motor Co. launches advertising campaign for its new Falcon Ranchero pickup truck ..... Page 8

N. C. Tighe, president, National Premium Sales Executives Inc., says premiums "have become a recognized, integrated marketing tool for more and more companies" ..... Page 20

Dr. Pierre A. Rinfret, vp and director of the economics division of Lionel D. Edie & Co., says researchers are missing the boat in economic evaluation because they fail to recognize the "propensity of the economy to fluctuate" ..... Page 24

ABC-TV retains its price advantage over the other two networks as a result of more liberal discounts ..... Page 26

Society for Advancement of Management stages "sales battle" made possible by use of Remington-Rand's Univac computer ..... Page 28

William H. Ewen, director of advertising, Borden Foods Co., says everyone involved in the ad business must share the blame for the confusion of measurements and standards ..... Page 32

Formica Corp. launches campaign which features custom-designed rooms, with designs and construction plans available to home builders and consumers ..... Page 36

Broadcasters Promotion Assn. names seven regional chairmen for its 1960 membership drive ..... Page 38

A. & M. Karagheusian Inc. launches campaign to build up brand recognition of its Gulistan carpets ..... Page 40

Automobile Manufacturers' Assn. will hold its 42nd auto show in Detroit in October ..... Page 46

American Cyanamid Co. launches "six senses of fashion" campaign to promote Creslan acrylic fiber ..... Page 55

Life, McCall's and Vogue announce new rates and circulation figures ..... Page 59

Barclay Mfg. Co. will use two-thirds of its $300,000 advertising budget to support its Barclay/Barclite sweepstakes contest ..... Page 63

Eberhard Faber Pencil Co. drops "pencil" from its name and schedules a $500,000 campaign for its writing supplies ..... Page 68

Postmaster General Arthur Summerfield attacks publishers and direct mail advertisers in an effort to work up congressional support for a $550,000,000 postal rate increase bill ..... Page 70

David Wasko, vp and media coordinator at Geyer, Morey, Madden & Ballard, says druggists are impressed with pharmaceutical products advertised on tv ..... Page 72

Mennen Co. uses its half-sponsorship of a bullfight show on WNEW-TV to present its unusual ads for Sof' Stroke, new shaving cream ..... Page 76

Harwood Hull Jr., exec vp of Publicidad Badillo, says Puerto Rican advertising is not much different from advertising in New York except that agencies don't get paid as much for their effort ..... Page 82

Robert E. Kenyon, president of Magazine Publishers Assn., suggests steps to curb obscenity and pornography in the press ..... Page 89

General Time Corp. will invest an estimated $2,800,000 this year to promote Westclox clocks and watches, a 30%-plus increase over the 1959 ad budget of $2,100,000 ..... Page 100

Brand Names Foundation names Maison Blanche, New Orleans department store, "brand name retailer-of-the-year" in its annual competition ..... Page 108

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ALBERT W. FREY, *professor of marketing, Amos Tuck school of business administration, Dartmouth College, is the only candidate for president-elect of the American Marketing Assn., Chicago. The president elected during the current balloting of members will serve in 1961-62.*

Heinz Ads Push Contest Tying in With Baby Week

Magazine, Newspaper, TV Ads Push Screw-on Cap on Baby Food Jars

PITTSBURGH, March 22—National Baby Week, April 30 through May 7, will be celebrated by Heinz Baby Foods with a $100,000 consumer contest offering 1,261 prizes.

The contest, which will be built around the new Heinz screw-on baby food cap, will offer an all-expense paid "second honeymoon" flight for two to Paris as the top prize. While the parents are spending six days at the Hotel de Galles, Heinz will provide a registered nurse to babysit with the children at home. When the winner returns, a 1960 Rambler American station wagon will be parked in the driveway as the second half of the first-prize package.

The "second honeymoon" trip will be duplicated for the retailer which sells the top consumer prize winner her supply of baby food. Heinz will ask each contest winner to fill in the grocer's name on the entry blank.

In addition, Heinz is offering the following consumer prizes: 20 Westinghouse refrigerators; 30 Westinghouse Laundromats; 30 Westinghouse electric ranges; 80 Winfield china sets; 600 35mm. Graflex cameras, and 500 Cosco baby strollers.

Print media have been scheduled to lend advertising support to the contest, and, beginning in the week of April 18, the rules will be carried to viewers of eight Heinz daytime tv programs on NBC.

Page ads with a coupon entry blank will appear in the May and June issues of *Ebony, Everywoman's Family Circle, Modern Romances, Parents' Magazine, Redbook, True Confessions, True Story* and *Woman's Day*. The May editions of *American Baby, Baby Post, Baby Talk, My Baby* and *New Baby* also will carry page ads.

Sunday supplement support will include two ads, one in b&w, the other in color, in *Family Weekly, Parade* and *This Week Magazine*, plus the *Atlanta Journal* and *Constitution, Chicago Tribune, Columbus Dispatch, Los Angeles Examiner, Louisville Courier-Journal, New York Mirror, New York News, Oklahoma City Oklahoman, Philadelphia Inquirer, Pittsburgh Sun-Telegraph, San Francisco Examiner, St. Paul Pioneer-Press, Seattle Times* and *Toledo Blade*.

Maxon Inc., Detroit, is the agency. #

Marconi, L'Anglais Stations to Vie with CBC in Montreal

MONTREAL, March 23—Canada's oldest radio station, CFCF, operated by Marconi Co., has been granted permission to operate a private tv station, competing with the government controlled Canadian Broadcasting Corp.

The second new permit has gone to Paul L'Anglais & Associates, distributor of French films, which will operate a French-language outlet.

Marconi has been in radio here since 1919.

Five applicants were in the race for the permits, which call for 55% Canadian content in programming.

Recommendations for the two permits were made after long and stormy hearings. #

Paddock Boosts Its Swimming Pools via $310,000 Print Push

LOS ANGELES, March 22—Paddock of California, swimming pool equipment manufacturer and pool builder, and its 135 dealer-builders throughout the country will spend approximately $310,000 for advertising this year.

The parent company's budget for national advertising is $150,000. It will be used for half-page and third-page ads in *Holiday, Sports Illustrated, Wall Street Journal,* and *Christian Science Monitor* and regional ads in *Wall Street Journal* and *Sports Illustrated*.

Insertions also will appear in swimming pool industry magazines and in *Architectural Forum Building Products, Dodge Reports, Landscape Architecture, Landscaping* and *Practical Builder*.

The $160,000 budget for Paddock dealer-builders—a franchise requirement—will be spent locally, mostly in newspapers and newspaper Sunday magazines.

■ Paddock, which calls itself "the oldest and largest" organization in the swimming pool business, last year had total consumer sales of $40,000,000; it expects to increase this figure by $10,000,000 in 1960.

Weverka & Associates, Beverly Hills, is the agency. #

Chevrolet Uses Fluorescent Ad After Canada Test

DETROIT, March 22—A newspaper ad printed with fluorescent ink—believed to be the first ad of its kind to appear in the U. S.—ran March 16 in the *Detroit News*.

Chevrolet ran the ad for Corvair cars on the eve of St. Patrick's day and, appropriately enough, fluorescent green was selected as the ink.

Campbell-Ewald is the agency.

The U. S. appearance follows a successful trial of the ink in Canada. Developed by Sinclair & Valentine, the ink first appeared in a Chevrolet ad in the *Toronto Globe & Mail* several months ago (AA, Dec. 28, '59). Similar ads ran later in 14 other Canadian newspapers.

Jack Izard, Chevrolet advertising manager, said that the extension of fluorescence to subsequent newspaper ads or the use of other colors has not been determined. #

Wahl Clipper Names Shoaf

Wahl Clipper Corp., Sterling, Ill., manufacturer of barbering equipment, has appointed Shoaf Advertising Agency, Dixon, Ill., as its agency. Tobias, O'Neil & Gallay, Chicago, is the former agency.

YACHTSMAN—*Elgin National Watch Co. will introduce its Yachtsman series with this b&w page in Look April 26. The 19-jewel watch with DuraBalance is shockproof and waterproof.*

Elgin Watch Sets $1,000,000 Drive for Revamped Line

Crossley S-D Report Led Company to Revamp, Reprice Jeweled Watches

ELGIN, ILL., March 22—A completely revamped product line will be introduced by Elgin National Watch Co. when it breaks its spring advertising campaign next month.

The new lineup culminates almost three years of work by the company's marketing group in fashioning a new line based on market research done in 1957.

Featured in the new lineup are:

- A Sportsman-Starlite watch line, priced from $20 to $30.
- Self-winding thin watches, starting at $50.
- A Yachtsman line of shockproof, waterproof watches, priced from $40.
- Lord and Lady Elgin premium line of watches, starting at $50 (down from the former low of $75).

■ Leading the rejuvenation at Elgin is S. D. Moorman, who was brought in as vp and general manager of the watch division by James G. Shennan, company president, in 1957. Mr. Moorman formerly was marketing vp of Schick Inc.

Elgin was at that time feeling the pinch of competition, especially from makers of inexpensive

(Continued on Page 58)

SCOUT—*Small fry will join mom as users of Max Factor products if ads like this, featuring the crew-cut set, catch on.*

Schick TV Ads Scare Buyers from Competitors' Razors, FTC Charges

WASHINGTON, March 24—The Federal Trade Commission charged today that a tv commercial for Schick safety razors disparages competing razors.

The commission's complaint was directed at a sequence in which the Schick razor safely glides over a boxing glove, while another razor cuts the leather.

This is the eighth major complaint against tv commercials since the commission's crackdown got under way in November. The complaint is directed against Eversharp Inc., Schick's manufacturer, and Compton Advertising, its agency. Also named in the complaint are E. E. Ettinger, Eversharp vp, and John Hise and Alex Hoffman, Compton vp and account executive, respectively.

■ The commercial which FTC is attacking features heavyweight champion Ingemar Johansson, and announcer Bud Palmer. As Mr. Palmer runs an "old style round head razor" across the champion's glove, it cuts the surface, and Mr. Palmer declares: "Look, if that can happen to this glove, think what could happen to your face."

"In truth, and in fact," FTC said, "said demonstration does not duplicate, in any manner, the conditions of actual use.

"The use by the respondents of said demonstration, including the statements and representations used in connection therewith, has the tendency and capacity to unduly frighten and alarm prospective purchasers of competitive razors with respect to the consequences which may result from the use of said competitive razors."

■ Through this commercial, FTC said, a substantial amount of trade was unfairly diverted from competitors.

Schick's commercial stressed "shielded blade corners." It contended Schick blades are so safe "you can shave in the shower." The complaint states that Mr. Ettinger has been "responsible for, and active in" the practices of Eversharp, and that Mr. Hise and Mr. Hoffman have been "responsible for, or active in" the practices of the Compton agency.

■ This is the third recent case in which advertising agency personnel have been named as respondents. Ted Bates & Co. vp David Loomis was a party to the complaint issued by FTC against ads for Life cigarets last November, but FTC subsequently withdrew the charges against him on the grounds that he did not have authority to set advertising policy for the product (AA, March 21). FTC also included William H. Bambrick, Foote, Cone & Belding vp and account executive, in the complaint it issued against ads for Pepsodent toothpaste in January.

Respondents have 30 days in which to file their answers to FTC complaints.

■ Barton A. Cummings, president of Compton Advertising, said: "The demonstration contained in the commercial referred to by the FTC is, we sincerely believe, completely valid. Our full answer will be filed with the FTC."

As reported last September (AA, Sept. 21), the razor used (called Matador in the tv scripts) is a product of Eversharp's Swedish factory. #

Max Factor Seeks to Tap Market of Short-Haired Scouts

LOS ANGELES, March 23—Max Factor will spend more than $100,000 in a special campaign for its Crew Cut hair dressing, with ads directed to the "shorter-haired young male set."

Four full-color pages, and two half-pages, will run in *Boys' Life*, starting in April. Similar two-thirds page ads will appear in *Scholastic Jr.* magazines. Typically, ads will follow a comic pages treatment of such subjects as "Scouting Shortcuts of Johnny Crewcut."

■ In June, the fight warm-up portion of the Johansson-Patterson fight radio broadcast will be sponsored. Dependent upon results of a four-market test of spot radio, a sizable schedule is planned for stations in major areas nationally that appeal to youthful audiences.

Carson/Roberts, Los Angeles, is the agency. #

Razor Ads on TV Go Where Shavers Can't—Under Water

NEW YORK, March 25—Once upon a time there was a guy who simply went into the bathroom and stood in front of the mirror to shave. He was old-fashioned.

Nowadays, if you pick up your ideas about progress from television, the only place to shave would appear to be where ballpoint pens used to be tested—that is, under water.

If you don't believe it, tune in the "Jack Paar Show" (NBC-TV) one of these nights and watch Skindiver Art Pinder at work. First he sprays shaving cream from Brand X onto the palm of his hand. No good, it lacks body, just disintegrates in the water. Then the muscular demonstrator sprays Mennen's Sof' Stroke into his palm. Perfect. He soon has enough lather to shampoo a mermaid.

■ Or you may find Mr. Pinder under water with his face already covered with Sof' Stroke lather. Later, there's a shot to demonstrate his oh-so-smooth shave. He is rewarded when a curvaceous blonde swims into his arms to admire his work.

These filmed commercials which were dreamed up by Grey Advertising Agency, where presumably most of the men still shave the old-fashioned way, also are being carried on a spot basis in major markets.

■ And of course the other advertiser, who is helping to revolutionize the day-in-day-out chore of shaving is Schick Safety Razor Co. Compton Advertising gets the creative credits here.

Their technique has been to take one of the most attractive young heroes of the day—World Heavyweight Champion Ingemar Johansson—and let him demonstrate how much fun it is to shave in the shower. Mr. Johansson has been making his demonstrations, with some helpful comments from the announcer, Bud Palmer, during the breaks in the professional basketball games on NBC-TV. This has sometimes been mixed with shots from the film showing how the Eversharp-Schick doesn't nick a basketball.

■ If nothing else, you have to hand it to Mennen and Schick for coming up with commercials that take them where the electric shaver boys can't possibly hope to go. #

German Ads Don't Lag; Just Differ From U.S., Admen Retort to Rumrill

U. S. Agency Head Must Have Met 'Peculiar People' in Brief Visit, They Say

CHICAGO, March 22—A leading German advertising agency association has protested C. L. Rumrill's description of German advertising as "30 years behind" American standards.

In addition, a management consultant operating in Germany has taken exception to Mr. Rumrill's remarks, which appeared in an article in the Feb. 15 issue of ADVERTISING AGE. Mr. Rumrill, head of the Rochester agency bearing his name, appraised the German advertising scene after serving as a member of a U.S. trade mission to Germany.

Gesellschaft Werbeagenturen (GWA), an association of full-service agencies patterned after the American Assn. of Advertising Agencies, accused Mr. Rumrill of trying to impose U.S. standards on Germany.

■ In a letter to AA, Dr. J. Von Rohrscheidt, director of GWA, said: "German agency men realize the international standard is the result of the experience and capability of American advertising personnel. To however great an extent we have adopted their standards, it does not necessarily follow that we should accept all marketing practices which have proved suitable for the mentality of the American consumer and apply them without discrimination to the German market."

Dr. Von Rohrscheidt pointed out that GWA members such as McCann-Erickson, J. Walter Thompson and Young & Rubicam operate in conformity with German customs, employing "German experts right up to the executive level" because they recognize that these experts "know best the mentality of the German market."

He added that if a German agency opened an office in the U.S., "it would have to do the same and place American experts in executive posts."

■ Dr. Von Rohrscheidt called Mr. Rumrill's generalizations about German advertising "incorrect." He said they do not apply to the majority of German advertisers, and he added that if German advertising lagged behind by 30 years, Germany never would have been able to make the postwar economic comeback it has.

"We are greatly surprised," he added, "that Mr. Rumrill apparently spoke to some peculiar people in Western Germany, who told him that advertising is called 'propaganda.' No, this is altogether wrong. Most Germans associate the word 'propaganda' with politics. The German term for advertising is 'Werbung.'"

In another letter to AA, Frhr. V. Kleydorff, president of Paradiso, a management consultant with offices in Norwalk, Conn., and Frankfurt, Germany, commented that Mr. Rumrill's stay in Germany "was much too short and too hurried to investigate any matter in depth."

■ Mr. Kleydorff said Mr. Rumrill's report was inaccurate in many instances. For example, Mr. Rumrill said all advertising claims in Germany must be true; Mr. Kleydorff denied that this is so, although he did point out that competitors and consumers can complain about false advertising. Mr. Rumrill cited restrictions on food and drug advertising, but Mr. Kleydorff pointed out that there are "no restrictions on advertising in any specific field" and that Germany may be the only country in the world without a board of health passing on drug advertising claims, with the result that "one can find ads for chest rubs purporting to help in the case of double pneumonia—and even in the case of cancer."

Mr. Kleydorff contended that advertising in Germany is "improving faster than generally realized," and he gave this thumbnail description of the German advertising scene:

■ "The larger companies had (and many of them still have) their own house agencies. Smaller companies just did not advertise. There were only placement agencies in existence, which would help out now and then with layout and copy.

"This has changed. Many American advertising agencies now operate in Germany. Some of them were quite successful in adapting American know-how to the mentality of the market. Others just ran American ads in German translation. But by their mere presence and activity in the market they managed, within the past three to five years, to change the technical approach to advertising.

"Companies see that agencies work more efficiently, better, and less expensively than their own advertising staffs—so they switch to agencies. The old-style placement agencies have seen the light and expand into full-grown advertising agencies. The big problems are know-how and personnel.

■ "Advertising is a most respected profession in Germany. A few months ago, one of the largest pharmaceutical houses in the country promoted its art director to vice-president of the company—he had hinted at taking another position. The Bund Deutscher Werbeberater (Assn. of German Advertising Professionals) tests each applicant rigorously and, as a result, has only 300 odd members.

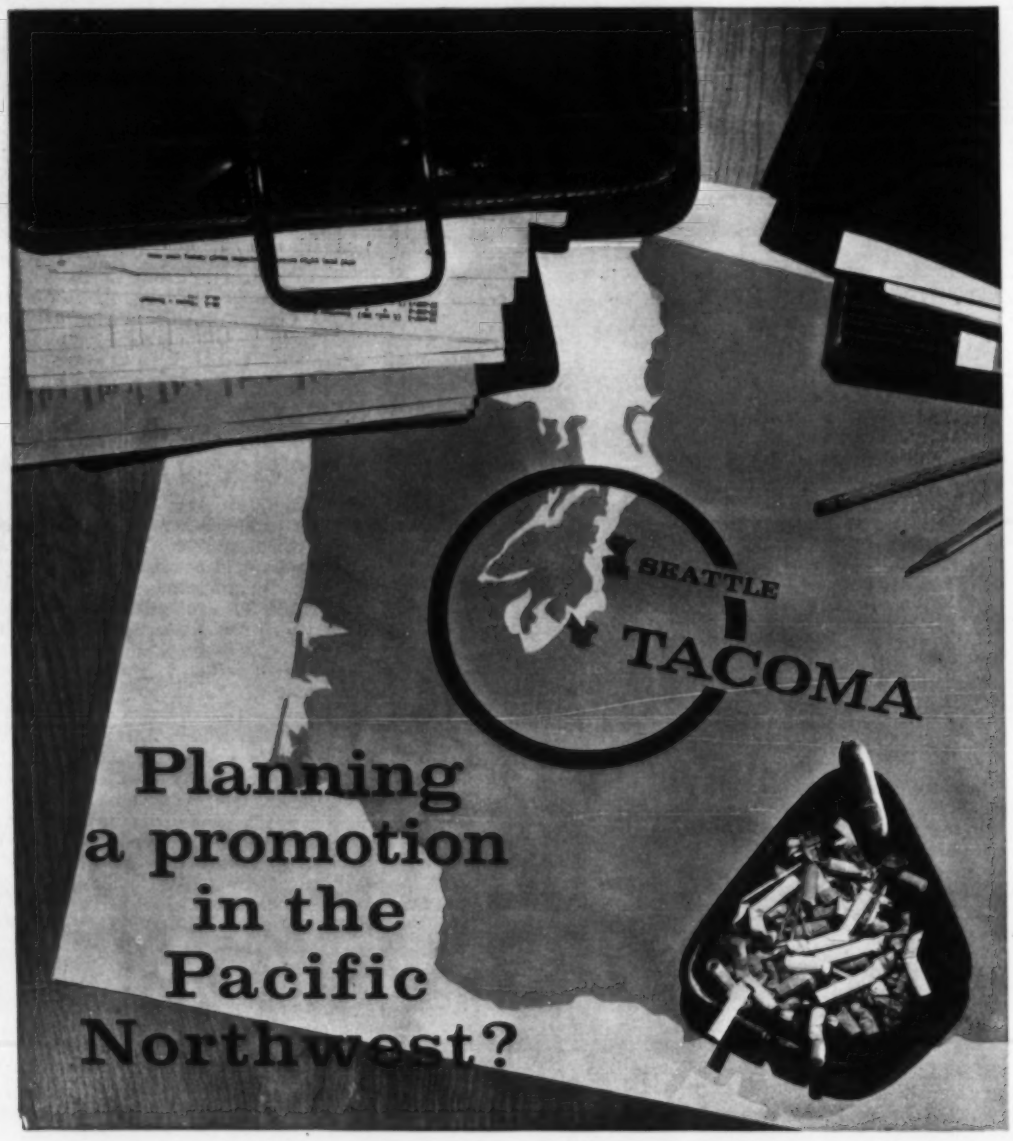
"The word 'propaganda' hasn't been heard for many years. And there are some excellent publications like *Die Anzeige* (The Advertisement) and *Die Verpackung* (Packaging).

"There is a handful of men who sit on top of German advertising. Their names are common knowledge to everybody in the field—together with their backgrounds, their job histories, their family affairs, and everything else. Who are they? To me, they are the naturals, almost the geniuses, in the field of advertising. They have no formal training, but turn in top-notch performances out of sheer intuition. They never learned the game, yet play it to perfection.

■ "Below them are the masses who have no name. They sit in house agencies or the expanded placement agencies—and do not really know what it is all about. They received no training—and they never will.

"They agree to a man that America is the land of advertising and that they have to learn our methods. They speak of 'layouts' and 'slogans,' because there are no German words for these. They hear of market research, consumer surveys, interviews in depth, motivation research, market analysis, 'hard sell,' saturation campaigns and purchaser benefits—and wished they knew more about them.

"That is the trouble with advertising in Germany. The advertising, on the whole, is good and could be shown anywhere. The technical knowledge—printing, type faces, etc.—is excellent. But the training is missing—and there is no philosophy on the purpose and benefit of advertising," Mr. Kleydorff concluded. #



THINK TWICE ABOUT TACOMA

First: always think of Tacoma as a vital segment of the dominant Puget Sound Circle—biggest market in the Pacific Northwest.

When your sales forces work this Puget Sound market, nine times out of ten they cover retail outlets in both Seattle *and* Tacoma *at the same time.* When distribution and merchandising is set in *both* metro areas, the advertising breaks.

Unless it breaks *in Tacoma at the same time,* a good quarter of your sales-merchandising effort is wasted.

That's because of the second thought you have to keep about Tacoma.

It's a market that can *not* be covered by *any outside newspaper* or any combination. Only the dominant Tacoma News Tribune—now delivering more than 85,000 daily—can do the job.

Ask the man from SAWYER-FERGUSON-WALKER and get the facts

THE "BIG THREE" TIMES SERVICE WEEKLIES

-JUST ABOUT

UNIVERSAL MILITARY COVERAGE

250,000 + NET PAID CIRCULATION
2,000,000 + MULTIPLE READERSHIP
WITHIN THE
$10,523,000,000
MILITARY CONSUMER MARKET

Essentially universal coverage of the essential $10.5 billion military consumer market—the world-spanning TIMES Service Weeklies deliver it with single-rate efficiency and top paid-circulation economy. This gigantic market should not be neglected. Sell it, now. WRITE FOR COPIES, RATES, MARKET INFORMATION

ARMY TIMES PUBLISHING CO.

2020 M STREET, N.W. • WASHINGTON 6, D.C.

U. S. OFFICES: BOSTON, CHARLESTON S.C., CHICAGO, DALLAS, DETROIT, HUNTSVILLE, LOS ANGELES, MIAMI, NEW YORK, PHILADELPHIA, SAN ANTONIO, SAN FRANCISCO. FOREIGN OFFICES: FRANKFURT, MUNICH, ROME

What happens to food sales at Elm Farm Food Stores...

when THE BIG ONE puts on the pressure?

H. WINER, *President,*
Elm Farm Foods Company,
Boston, Mass.
40 stores. $60,000,000 annual volume.

Let Mr. H. Winer, President of Elm Farm Foods Company, give you just one example of what happens in food stores from coast to coast when products are advertised in THIS WEEK Magazine—the biggest thing in print:

"THIS WEEK Magazine really makes things happen in our chain. Our managers know that the products they see advertised in THIS WEEK on Sunday will start moving out fast on Monday. This happens week after week, so we know the tremendous moving force that is at work for us in THIS WEEK Magazine."

H. WINER

to move goods fastest...

Buy The Big One

CIRCULATION MORE THAN

13,000,000

Fort Wayne Retailer Riles Newspaper by Report on Results of TvB's Test

'I Don't Want Media Hassle; I'll Keep Using Both,' Says Clothier Shirey

FORT WAYNE, March 23—A hot media battle between newspapers and television has erupted in this city—well known as a test market for advertisers and media.

Caught in the middle of the ruckus is Patterson Fletcher Co., clothing and specialty store, which last year agreed to participate in an extensive tv test campaign arranged by the Television Bureau of Advertising, in cooperation with WANE-TV here (AA, Oct. 12).

Things reached a boiling point this week when Robert F. Johnston, business manager and advertising director of Fort Wayne Newspapers Inc., publisher of the *News-Sentinel* and *Journal-Gazette*, took exception to a speech given recently by Dwight Shirey, president of Patterson Fletcher, before the National Assn. of Retail Clothiers & Furnishers, meeting in Los Angeles.

Mr. Johnston was annoyed because Mr. Shirey, who gave the convention the results of two promotions run by his store last fall, failed to mention that newspaper ads were used by Patterson Fletcher during the two promotions, as well as tv commercials.

■ When contacted by AA, Mr. Shirey said he had derived some important results from tv, but he declined to cite specific figures or to compare tv with newspapers.

"I don't want to become involved in any media hassle," he said. "I feel that both tv and newspapers are important, and we will continue to use both of them."

■ "We just want to make sure that advertisers throughout the country understand that during the two tv test segments reported to the National Assn. of Retailer Clothiers & Furnishers, covering Nov. 30 to Dec. 2 and the week of Nov. 2, 1959, newspaper advertising was being used heavily at the same time," Mr. Johnston told ADVERTISING AGE.

The first test program reported by Mr. Shirey involved a necktie promotion on Monday, Nov. 30, and Tuesday and Wednesday, Dec. 1 and 2. Mr. Shirey stated in his speech that only tv commercials were used to push the neckties. His report noted that the campaign was a success—2,885 ties, of $2.50 and $3.50 value, were sold at $1.19 each, at a tv cost of $644.70.

"I agree that the tie sale was successful," Mr. Johnston said, "except that no mention is made of the fact that on the same four days [it was advertised on Sunday, Nov. 29, also] the tie special was on tv, Patterson Fletcher spent $861.40 for newspaper advertising promoting merchandise in other departments of the store. This included a 140" color ad on Tuesday. We would assume these ads helped generate some Christmas traffic in the store."

■ Mr. Johnston went on to point out that the tie counter is directly in front of the main entrance, so that anyone coming into the store to any other department than men's furnishings would have been exposed to the tie sale.

The second promotion during the week of Nov. 2 involved a sale on all-weather raincoats, priced at $19.95. In his speech, Mr. Shirey reported that for the three weeks prior to Nov. 2, five coats were sold one week, eight another and 12 the next.

"Then on the week of Nov. 2, when we again put the coat on television, we sold 47 coats, and in the three weeks following there was a sustained interest, for we sold 17 one week, nine the next and 16 the next," Mr. Shirey reported in his talk.

■ Mr. Johnston admitted that "tv no doubt was responsible for moving a large per cent of the coats," but he went on to point out that during the same week the 47 coats were sold, "Patterson Fletcher ran 588" of newspaper advertising on other merchandise in the store." He added that the fact that it rained six of the seven days of that week also may have had a bearing on the increased sales.

"There is a strong probability that newspaper advertising alone on the coats during the week of Nov. 2 would have moved as many or more than tv," Mr. Johnston commented. "We know that the newspaper advertising of other merchandise was also bringing people into the store, and they could have been influenced in a coat purchase by the outside weather."

In commenting on the TvB retail test in Fort Wayne, Mr. Johnston said he had no quarrel with any tv market testing, but added: "I do not think a test of this kind is a real test if it is backed up with newspaper advertising that is also going to generate store traffic. If newspapers had not been used at all during those four days, then the TvB and everyone else would have a clear picture of the results."

He added, "If you are going to test an advertising medium, use only that medium during the test period and no other." #

Sara Lee, Adell Chemical Newspaper Test Is Under Way

FORT WAYNE, March 22—The hush-hush newspaper continuity research study sponsored by Newsprint Industry of Canada, and also involving the Bureau of Advertising, ANPA; Harvard University and the Advertising Research Foundation, got started here March 16, with two 1,000-line ads in the *News-Sentinel*. Advertisers were Sara Lee Kitchens and Adell Chemical Co. (Lestare). Identical-size ads for the same advertisers reportedly will run once weekly for 20 weeks in the same newspaper. No other advertising medium is being used. The study was reported by ADVERTISING AGE exclusively last month (AA, Feb. 15).

United Piece Dye Works Issues Fiber Trademark Book

United Piece Dye Works, 1410 Broadway, New York, has issued a 32-page pocket-size booklet entitled "Guidebook to Man-Made Textile Fibers, Textured Yarns and Dyeing Characteristics of Blended Fibers."

The booklet contains an alphabetical list of more than 200 worldwide trademarks of man-made textile fibers and textured yarns in current use, together with the Federal Trade Commission generic category for each fiber which must be used on and after March 3, 1960, on tags, in advertising, merchandising and promotion of fibers, fabrics and end products. Single copies of the booklet may be obtained from the company for $2, with reduced rates for bulk orders.

Ship Line Publishes 'Posh'

A new travel magazine, titled "Posh," will be published quarterly by Orient & Pacific Lines, San Francisco, beginning April 1. The publication, featuring travel articles and a newsletter page, will have a controlled circulation of 10,000 to travel agents, tourist bureaus, travel editors, writers and other individuals and groups. There will be no advertising at present.

PIPELINE for fast data transmission

STEVE BEARD, *manager of our Dallas office, one of ten offices providing fast efficient service to Advertising throughout the U.S. — service that helps advertising dollars deliver extra value.*

In steady gains of population and commerce, few areas in America can match the steady growth of the Southwest.

Advertising naturally keeps pace with business development. So today Texas alone has 105 advertising agencies, including fourteen Texas offices of nation-wide organizations.

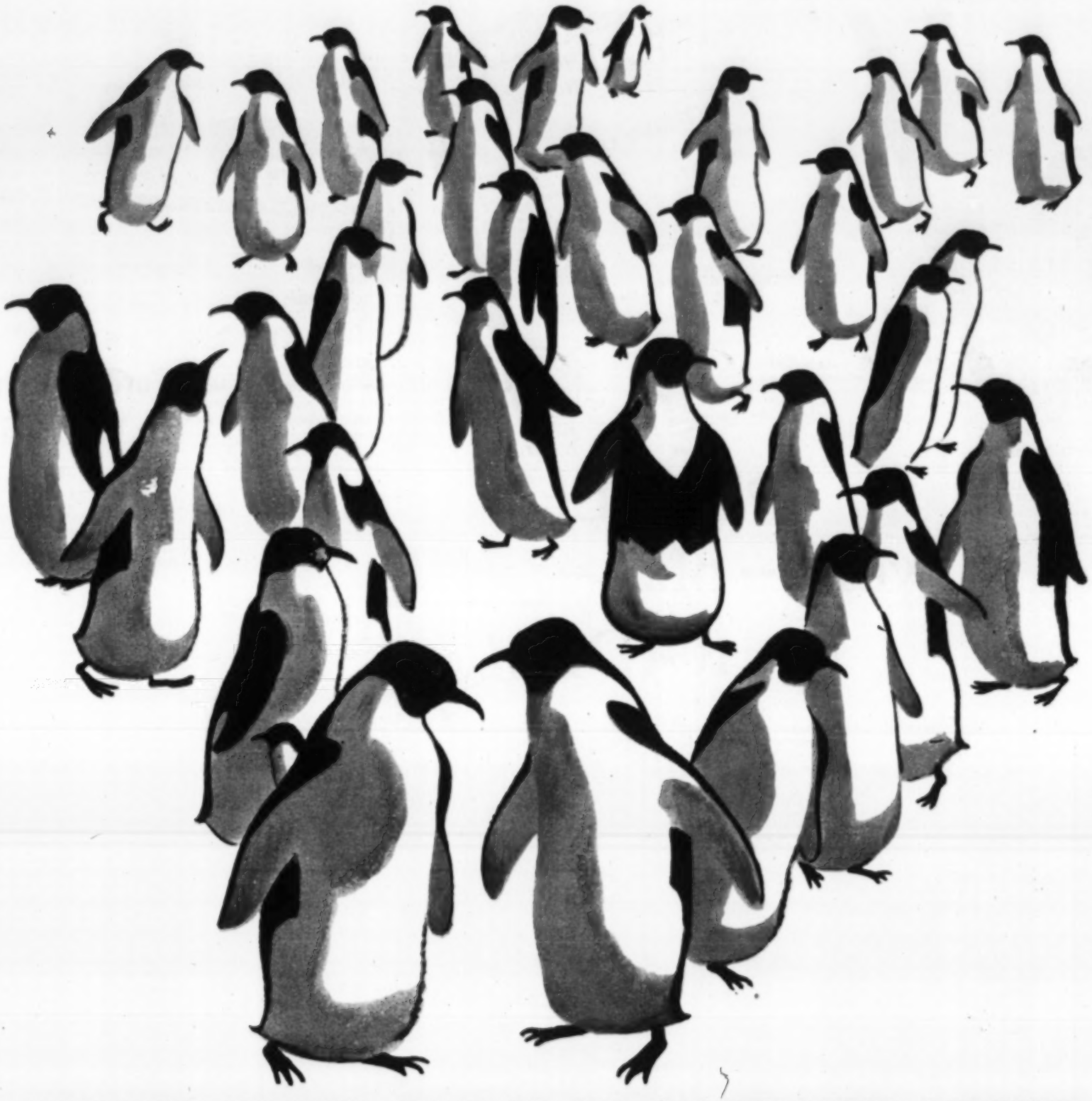
In many of these agencies, spot television forms a major part of billing. And the accurate, down-to-the-minute data so essential to effective buying is made instantly available to them through our Dallas office.

Blair-TV operates on this basic principle: that alert informed representation is a service vital not only to stations but also to all Advertising and to the businesses dependent on it for volume and profit. From the first, our list has been made up of stations and markets we felt in position to serve effectively. Today these stations are located in 25 of America's greatest markets. Together they cover 56 percent of its population —virtually 60 per cent of its effective buying power.

In its area, each of these stations stands as a power-house of selling force. To help advertisers and their agencies make most profitable use of that force, is the constant objective of our entire organization.

A NATIONWIDE ORGANIZATION **BLAIR-TV** AT THE SERVICE OF ADVERTISING

WABC-TV—New York
W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KFJZ-TV—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg



HOW TO STAND OUT IN AN $11 BILLION CROWD

With $11 billion being spent for advertising this year, it's often harder to get a word in edgewise than it used to be at high noon in the Tower of Babel. What's more, a lot of your best customers have erected a Boredom Curtain that's got the iron one beat a mile.

Happily, there *is* a way to get your advertising seen – and by the right people. In the Post. The Saturday Evening Post is *not* a magazine that's flipped, flopped and forgotten, or a medium where ad messages flicker and fade from the eye and the mind. Its unique editorial content makes people spend more time with it . . . more time with your ad . . . return to it more often. *The latest studies prove your ad page in the Post will be* seen *30,861,000 times each issue.* (A bigger total, incidentally, than either *Life* or *Look* delivers.)

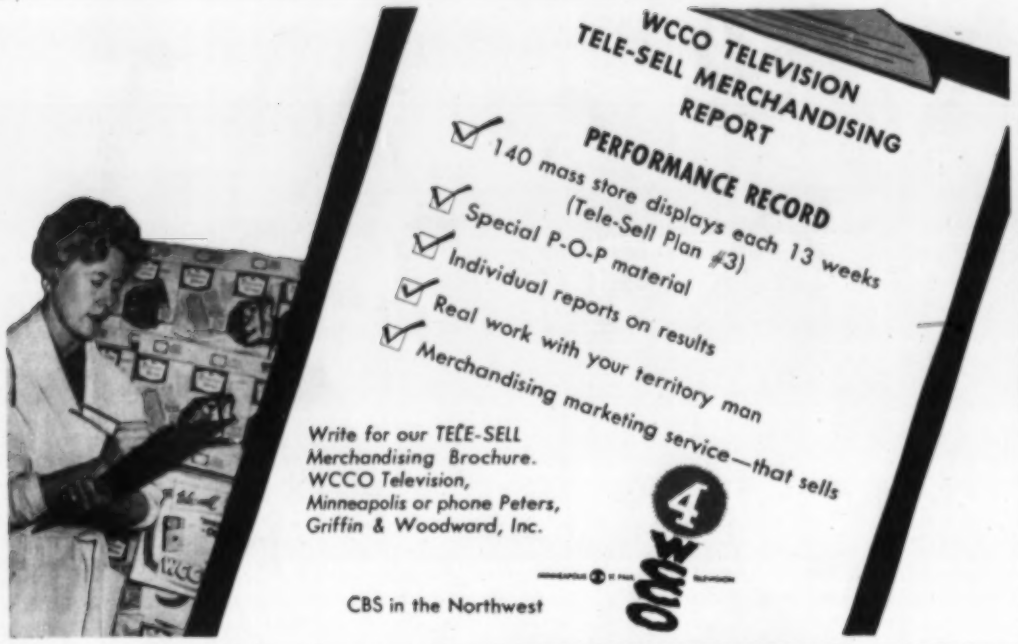
There's more. Post Influentials welcome your advertising – 9 out of 10 say they *like* the ads in the Post. And Post-Influentials have *the highest average income* of all magazine readers in the Post's field. Aren't these the people you'd like to reach most?

To sum it all up: Your advertising gets the best opportunity to stand out in *the* outstanding magazine – the Post.

YOU GET THROUGH TO PEOPLE (INFLUENTIAL PEOPLE) IN THE POST

The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

A CURTIS MAGAZINE


WCCO TELEVISION
TELE-SELL MERCHANDISING REPORT
PERFORMANCE RECORD
140 mass store displays each 13 weeks (Tele-Sell Plan #3)
Special P-O-P material
Individual reports on results
Real work with your territory man
Merchandising marketing service—that sells
Write for our TELE-SELL Merchandising Brochure.
WCCO Television,
Minneapolis or phone Peters, Griffin & Woodward, Inc.
CBS in the Northwest
4 WCCO

BOW—*This color spread in the April 4 issue of Life will launch Ford's new Falcon Ranchero station wagon.*

Goodwin, Dannenbaum Moves

Goodwin, Dannenbaum, Littman & Wingfield, Houston, has moved into new quarters at 3333 W. Alabama.

Ford Launches Its Bantam-Size Station Wagon

DETROIT, March 25—Consumer advertising for Ford's new Falcon Ranchero pickup truck, hailed as "America's lowest priced pickup truck," with stress on economy of operation, is starting the final week of March in general consumer magazines, farm magazines and network television.

Life will carry a four-color spread in its April 4 issue, and a second advertisement is scheduled for the April 25 issue.

Major farm publications will run four-color spreads in April and May.

■ B&w spreads are scheduled for the April issues of *Business Week, Fortune, Dun's Review & Modern Industry, Nation's Business* and *U. S. News & World Report*, plus industrial and vocational magazines.

In network television, commercials are planned on the March 30 "Wagon Train," April 5 "Startime" and the "Ernie Ford Show" April 14. All three shows are on NBC.

In direct mail coverage, a special Ranchero article will run in the April issue of "Clues," Ford's own trucking magazine, which goes to approximately 1,000,000 Ford owners. There will be a special announcement mailing to 730,000 owners of competitive-make trucks.

The advertising is being handled by J. Walter Thompson Co. #

Arm & Hammer Soda to Get New Package Design in May

Church & Dwight Co., New York, will introduce in May new package designs for its Arm & Hammer soda bicarbonate to dramatize the multiple uses of soda bicarbonate in the areas of health, cleansing and baking.

The "soda bath" package, scheduled for introduction in May for "Fresh-up soda bath season" (summer) sales, will be the first new package design to be marketed. Four additional designs to be introduced simultaneously about 90 days later are a second design, "soda bath" package, "health-aid" package, "cleansing" package and "baby-aids" package.

Burnett Transfers Eddy

Leo Burnett Co. has transferred Alfred K. Eddy to its New York office as associate media group supervisor. Mr. Eddy formerly was a senior time buyer in Burnett's Chicago office.

PEOPLE
work—play—*LIVE*
by RADIO!

WHO Radio Holds a Big Lead in Total Radio Audience in America's 14th Largest Radio Market, Sign-On to Sign-Off!

RADIO'S a family affair in the vast 93-county area called "Iowa *PLUS!*" Yes Sir, here in "Iowa PLUS"—as in few other markets in the country—thousands of high-income families *WORK, PLAY, LIVE* by *RADIO!*

These families recognize and demand *mature* radio. They know WHO Radio fills the bill. WHO Radio is, and has been for 36 years, *aggressive, alert, alive!* WHO is radio at its sparkling best; offering the finest in entertainment, news, sports, and special features.

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience —first place in every quarter hour surveyed —the balance being divided among 88 other stations!

See that your announcements reach "Iowa PLUS"—the "cream" of Iowa's tremendous radio audience! Your PGW Colonel has the details on Iowa's *only* big-audience station!

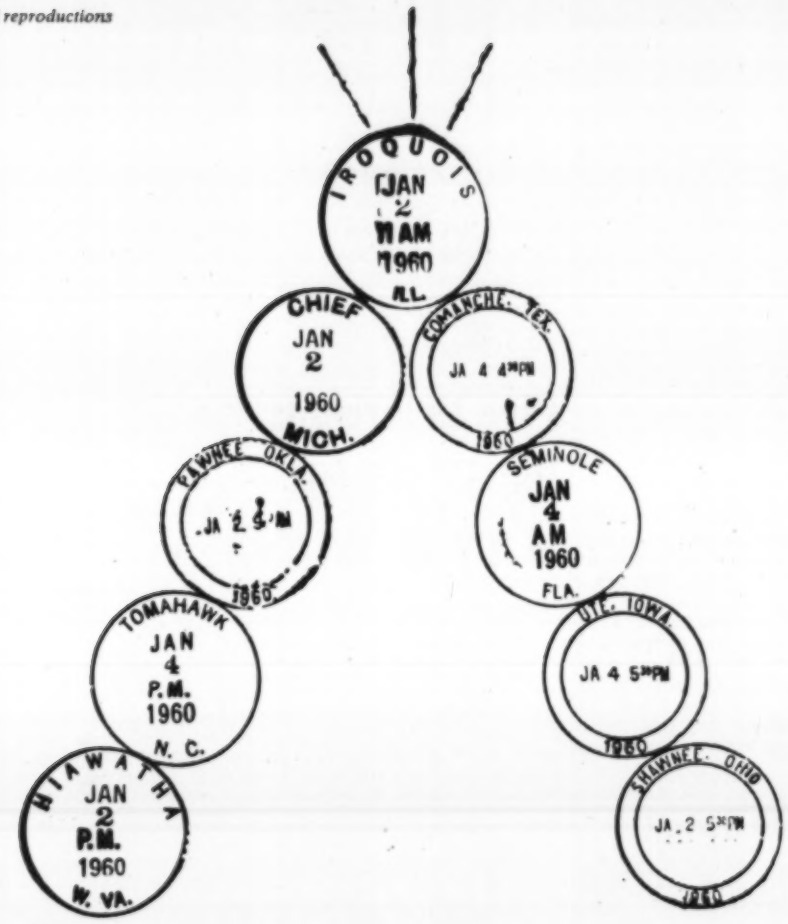
WHO
for Iowa PLUS!
Des Moines . . . 50,000 Watts
NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *Representatives*

The postmarks are actual reproductions



Grit beats the drums in small towns

to give you balanced national coverage

You can drum up plenty of business in big cities with Life, the Post, and other mass media.

But small towns are something else again. Here mass media circulation grows relatively weak . . . and you need Grit to take up the slack.

This Grit does to a fare thee well. In fact, Grit actually outsells America's biggest general weekly in 1117 counties!

Chances are *your* schedule needs Grit . . . to correct the big-city bias of the mass media and assure balanced national coverage.

GRIT

Grit Publishing Co., Williamsport, Pa. • Represented by Scolaro, Meeker & Scott, Inc., in New York, Chicago, Detroit, Philadelphia; and by Doyle & Hawley, Inc., in Los Angeles and San Francisco

Kaiser, ABC-TV Pit 'Hong Kong' Against Top Rater

Hour Show Will Compete with NBC's 'Wagon Train' for Share of TV Viewers

NEW YORK, March 25—Kaiser Industries love that ABC-TV network.

This company, which helped ABC break the Ed Sullivan (CBS) and Steve Allen (NBC) Sunday night jinx three years ago with a western star called "Maverick," has decided to assist ABC in tackling another blockbuster.

Starting in the fall, the various Kaiser companies will sponsor "Hong Kong," a new hour-long adventure series about the exploits of a U.S. magazine correspondent. The show will be aired Wednesdays at 7:30 p.m., EST—opposite NBC's high rating "Wagon Train."

■ The sale was wrapped up early this week by Oliver Treyz, ABC-TV president, who flew to Honolulu for a meeting with the Kaiser bosses, Henry J. and Edgar F. Kaiser.

Other principals in these conferences were Peter G. Levathes, president of 20th Century-Fox Television, which will produce the film program, and Mort Werner, television vp at Young & Rubicam, Kaiser's agency. Mr. Werner was Kaiser Industries vp and coordinator of advertising before he left last October to replace Mr. Levathes as head of Y&R's tv department.

■ All of Kaiser's tv advertising dollars—about $10,000,000 annually with this new show—go to ABC-TV. The company sponsors approximately five-sixths of "Maverick," with Drackett carrying the rest. The industrial company has contracted for all of "Hong Kong." Commercials will be shared by Kaiser Industries Corp., Kaiser Aluminum & Chemical Corp., Willys Motors, Kaiser Steel Corp., Permanent Cement Co., Kaiser Gypsum, Kaiser Engineers and Kaiser Hawaii Development Co.

ABC snared this loyal client in the first place because the Kaisers were angered when NBC-TV informed them in the spring of 1957 that the Tuesday 9:30 to 10:30 hour would no longer be available for the hour-long alternating Kaiser and Armstrong dramas. Rather than shift to a different NBC time period as requested, Kaiser moved uptown to ABC, where it has been ever since. At the time Mr. Werner was at NBC.

■ Mr. Treyz and his ABC-TV team have made a great deal of profit out of moving in fast on advertisers who have been miffed by NBC.

Most notable example, in addition to Kaiser Industries, is Gillette Safety Razor Co., which swung a big chunk of its business to ABC when NBC handed the Friday night fights a knockout blow (AA, March 21). Worried about the gangster tie-ins with segments of the boxing industry, NBC decided to drop the Friday fights despite the heated objections of their longtime sponsor, Gillette.

In the wake of this dispute, ABC last week signed an $8,500,000 contract with Gillette covering co-sponsorship of the Saturday night fights as well as NCAA football and a major league baseball game of the week. NBC kept Gillette's World Series and All-Star Game business, which had been set three weeks earlier. #

Wisconsin Sets New Outdoor Rules for Interstate Roads

MADISON, WIS., March 24—The Wisconsin Highway Commission has announced rules for outdoor advertising on interstate routes, including one rule that not more than two boards can be placed in any one-mile stretch.

The rules, which go into effect May 1, are designed to guide motorists to service stations, restaurants, motels and similar establishments, but to keep general advertising signs at a minimum.

Any business or activity advertising along an interstate highway will be allowed only four signs, two of them on the premises. The other two signs must be within 12 miles of the place of business and may be no bigger than 20' in width or height nor total more than 150' sq.

■ The regulations apply to signs erected within 660' of the center line of the super-roads. They do not apply to areas within incorporated cities or villages that are zoned for industrial or commercial use.

The highway commission has the power to ban all advertising in areas considered especially scenic.

■ A permit for a given stretch of highway will be issued for the first application to reach the commission's office in Madison. Signs that don't conform to the rules may be torn down by the commission upon 30 days' notice to the owner. The state will have the right to enter private property to enforce the rules.

The regulations are the result of a bill passed by the 1959 legislature. #

BC&G Billings 10% Ahead of '59 So Far: Maguire

SEATTLE, March 24—Two years after ownership of the West Coast agency, Botsford, Constantine & Gardner, was taken over by 36 key employes, the agency reported to stockholders "the soundest financial position" of its 42-year history. The annual meeting of stockholders was held here in mid-March.

Joseph Maguire, president, said: "So far in 1960 billings are running more than 10% ahead of the same period last year. At this rate we expect to substantially top the $7,000,000 mark for the year, an all-time high for the agency." Billings last year were $6,770,000 and the year before $6,740,000. The company has 44 accounts.

■ In 1957, David M. Botsford, co-founder of the company, sold his interest to a group of BC&G executives, and holdings now are distributed among 36 persons. Management is directed by a three-man executive committee consisting of Mr. Maguire; David Botsford Jr., chairman of the board and manager at San Francisco; and Jack Buker, exec vp and manager at Portland.

"We have been fortunate during our two-year transition period that the rate of growth has been steady," Mr. Maguire reported. "This has given us time to build the financial reserves as well as skilled personnel needed to provide a sound base for future expansion. Now with our indebtedness to the old company paid off and an excellent report from our auditors, we are in position to move ahead aggressively." #

MORE MIXES—*Quaker Oats Co. is running this introductory black-and-one-color newspaper ad in eastern markets for Aunt Jemima Choc-O-Chip and Gingerbread mixes. John W. Shaw Advertising, Chicago, is the agency.*

Five Detergents Put $35,000,000 in TV in '59: TvB

Big Five Are Lestoil, Mr. Clean, Texize, Handy Andy and Genie

NEW YORK, March 23—Television gross time billings for five heavy-duty household liquid detergents totaled more than $35,000,000 in 1959, more than double the amount spent the previous year, Norman E. Cash, president of the Television Bureau of Advertising, reported in an analysis of this product category's tremendous growth during the past five years.

Adell Chemical Co., still the major tv advertiser in this category, spent a gross figure of $17,627,100 in spot tv for Lestoil last year, up from $12,339,090 in 1958.

Procter & Gamble's Mr. Clean flexed his muscles with $7,593,219 in tv time in 1959, including $1,797,119 in network and $5,796,100 in spot. In 1958, Mr. Clean put all its tv money—$421,300—in spot.

Texize Chemical Co. put $4,611,500 in the spot tv medium last year, compared with $3,619,000 spent for Texize the year before.

Lever Bros.' Handy Andy placed $4,096,136 in tv time in 1959, including $3,449,436 in network and $646,700 in spot. In 1958, spot got all of Handy Andy's $740,730 tv budget.

Colgate-Palmolive advertised Genie in spot tv, spending $1,054,600 last year, as against $319,840 in 1958.

■ "Increased competition can be anticipated in 1960 and the years ahead for this market," Mr. Cash predicted. "The recent settlement of a suit involving the Genie trademark, which limited the growth of the product, and the entrance of Barcolene and S. C. Johnson's Bravo onto the scene will mean further expansion," he concluded.

Broadcast Time Names Two

Paul S. O'Brien, formerly with NTA Spot Sales, has joined the sales staff of Broadcast Time Sales, New York, radio station representative. Robert F. Cronin, previously with WBBM, Chicago, has been named to the new post of new business development manager of Broadcast Time's midwestern division.

Curtis Publishing '59 Net Profits Rise by $1,400,000

PHILADELPHIA, March 24—Curtis Publishing Co. reported sharp increases for 1959 in both gross operating income and in net profits over the previous year.

Gross figures were $343,043,688, compared with $217,070,674 for 1958. Net profit in 1959 was $3,960,810, compared with $2,512,761 in 1958.

A change of method in deducting subscription expenses as against income accounted for an increase in net earnings after taxes of $443,766 for 1959, Robert E. MacNeal, president, reported to stockholders in the annual report.

■ In reference to the Select-A-Market in *The Saturday Evening Post*, Mr. MacNeal reported gross ad revenue from Aug. 1 through Dec. 26 of $3,707,000. As of March 8 advertisers had ordered or reserved $16,738,000 of Select-A-Market ads for 1960 issues.

Alcoholic beverage advertising in the *Post* for 1959 totaled $5,470,530, or about 5.6% of the total gross revenue for the magazine. This was about $500,000 over previous estimates.

Mr. MacNeal predicted a bright outlook for revenues during the 1960 period. For example, while the *Post* gained nearly 50% in ad revenue from 1951 to 1959, there were net linage losses. However, last fall linage gains began. For the first quarter of this year *Post* linage figures were more than 3% ahead of last year, with signs that the gains will continue, he stated.

■ The Curtis head also disclosed that last year the company purchased 5,697 shares of $12.60 prior preferred stock and 2,810 shares of $4 prior preferred stock at a cost of $309,287, reducing dividend requirements by $20,355 a year.

Reporting on *American Home*, Mr. MacNeal said ad revenue was about $1,000,000 higher than in 1958. Newsstand sales are increasing.

Gross revenues for "spectacular" ads in all magazines totaled $4,480,000 from 42 such insertions. He said the consolidated report includes *American Home* and New York & Pennsylvania Co., paper mill.

He also reported that all of the Curtis publications had reached an all-time high in circulation in 1959, except for *Jack & Jill*, which had started an upward climb with a gain of 28,383 copies per issue. #

Mosler Safe Boosts Cronin to Marketing Director

George G. Cronin, formerly eastern regional sales manager of Mosler Safe Co., New York, has been named director of marketing of the company. He succeeds Langdon R. Littlehale. Mosler declined to say whether Mr. Littlehale was to be reassigned or has resigned.

George Cronin

Designates Pan-Am Coffee

The promotion committee of the International Coffee Agreement has designated the Pan-American Coffee Bureau, New York, its promotion representative in the U. S. and Canada. ICA represents 15 South American countries, plus France and Portugal. No funds are available yet, and none will be until a "substantial majority" of the countries make their contributions.

Warner-Lambert Head Pays for Cancer Fund Ad

Elmer Bobst Pays Out of Own Pocket for $40,000 16-Page 'Times' Section

NEW YORK, March 25—Elmer N. Bobst, chairman of Warner-Lambert Pharmaceutical Co., will pay for a 16-page fund-raising advertising section that the American Cancer Society will run in the March 27 *New York Times*.

Mr. Bobst, whose mother died of cancer, is an honorary life member of the society's board of directors.

Titled "Backgrounds for Hope," the supplement gives a 15-year progress report on the fight against cancer. It includes bylined articles by John Gunther, Ralph Edwards, Fannie Hurst, Dr. George W. Beadle, Phyllis Knight and Lois Mattox Miller.

■ Miss Miller, a roving editor of *Reader's Digest* and co-author of the *Digest's* tobacco articles, contributes a piece which says, in part:

"Today, most scientists who have made the closest study of the problem are convinced that cigaret smoking is the major cause—although not the only cause—of lung cancer. This opinion, however, is not unanimous. The high incidence of lung cancer in certain industries, if employes are not protected from noxious fumes, implicates air pollution as a possible cause of the disease. However, all the evidence makes it clear that cigaret smoking is largely responsible for the tenfold increase in lung cancer rates since 1930."

■ The American Cancer Society has ordered 230,000 extra copies of the supplement for its own distribution. The back page of the section carries a coupon to be used by donors.

The supplement is believed to have cost Mr. Bobst in the neighborhood of $40,000. The *New York Times'* card rate for a 16-page supplement is $45,000, but the paper offers a 20% charity discount. There are extra charges for reprints and the six color pages in the section.

■ William B. Lewis, president of Kenyon & Eckhardt and chairman of the ACS' public information committee, contributes an introduction to the section in which he hails Mr. Bobst as "cancer's deadliest enemy."

Mr. Lewis points out that in 1945 Mr. Bobst and several other prominent lay people transformed the old American Society for the Control of Cancer into the present American Cancer Society.

■ Mr. Lewis then adds:

"Welding mutually distrustful medical and lay people into one harmonious group was not easy, and some of the ACS board meetings of those days came close to resembling Pier 6 brawls. But Elmer's lifetime devotion to pharmacy and medicine helped bridge the gap, and with the help of Mary and Albert Lasker, James Adams, Emerson Foote, Charles Hilles, Dr. Eugene Pendergrass, Dr. Frank Adair and others, he eventually elected a board consisting of equal numbers of medical and lay men."

Hunt Joins Saul Krieg

Arlene G. Hunt, formerly assistant public relations director of Smith, Hagel & Knudsen, has joined Saul Krieg Associates, New York, as director of beauty and fashion.

The calculations of the computer must be rapidly presented in usable form.

This is the read-out function.

Ideally, the read-out device should operate as fast as the computer, so the information can be used without delay.

To be valuable, the news generated by the electronics industry must also be translated into readable form without delay.

Electronic News' speed and flexibility is ideally matched to the needs and tempo of electronics.

read-out

read-out

read-out

Net TV Volume in '59 Hit New High: $627,311,530

Number of Users Also High; P&G Again Led Users; ABC Gained Most

(List of top spenders in net tv is on Page 104)

NEW YORK, March 24—Network tv has been having its troubles lately with eggheads, critics and congressional committees, but advertisers are certainly not among the disenchanted—if their actions are a reliable indicator.

The year which produced television's biggest crisis in the form of the quiz and payola scandals also saw the reversal of a two-year trend that had some tv men worried. In 1959, the total number of network tv customers went up for the first time since the peak year of 1956, when the PIB figure for gross time expenditures in the medium was a mere $488,166,000.

■ The Television Bureau of Advertising estimates that 320 companies invested an aggregate of $627,311,530 gross in network tv time last year. There were 269 companies active in the medium the preceding year, for a total time outlay of $566,590,401.

All the networks shared in the '59 gains, with ABC Television scoring the highest percentage increase in billings.

Network tv's books listed 300 clients in 1955; by 1956 the figure climbed to 321. The list eased off to 293 in 1957 and kept going down for a low of 269 in 1958.

■ The circle of network television spenders was widened last year both by returnees and newcomers to the fold. There were approximately 58 companies in the ranks for the first time, judging from the industry spending records that date back to 1949. Included among these first-timers were:

Allied Van Lines; American Agricultural Chemical Co.; American Luggage Works; Artfield Creations; Arvida Corp.; Barclay Mfg. Co.; Berkshire Knitting Mills; Botany Industries; Boyer International Labs.; J. R. Clark Co.; Colorforms; Coty; Diamond National Corp.; Walt Disney Productions; Drug Research Corp. (57th on the list); Dusharme Products; Eleanor Roosevelt Institute for Cancer Research; Equitable Life Assurance Society; F & F Labs.; Gaylord Products; General Aniline & Film Corp.; General Telephone & Electronics; Genesee Brewing Co.; Getty Oil Co.; Glamorene; Hickok Mfg. Co.; Jaymar-Ruby; Karoff; Kayser-Roth; James S. Kemper & Co.; I. B. Kleinert Rubber; Lanvin Parfums; Lincoln National Life Insurance.

■ Also, Magnus Organ; Maremont Automotive Products; Massey, Ferguson (in 71st place); McGraw-Edison; McGregor-Doniger; North American Van Lines; Ohio Oil Co.; Old London Foods; Palm Beach Co.; Paper Novelty Mfg. Co.; Pioneer Industries; Puritron Corp.; Rainbow Crafts; Frank G. Shattuck Co.; South Penn Oil Co.; Standard Oil Co. of California; Stanley-Warner Corp.; Sterling Silversmiths' Guild; Syntex Chemical Co.; Travelers Insurance Co.; U.S. Brewers Foundation; United Air Lines; E. R. Wagner Mfg. Co.; Ward Baking Co.; Watchmakers of Switzerland, and Wyler & Co.

There were about 35 companies back in network tv after an absence of three years or more. Anheuser-Busch; Corning Glass Works; Eversharp; Ex-Lax; Frito Co.; Hagan Chemicals & Controls; Hollywood Brands; Hudson Pulp & Paper; Thomas Leeming & Co.; Lionel Corp., and Longines-Wittnauer Watch Co. were among the returnees.

■ In first place as usual in terms of time expenditures was Procter & Gamble, with $50,293,552.

Lever Bros. boosted its budget nearly $11,000,000 for a total of $32,734,955 and moved into second place, replacing Colgate, which was fourth with $22,478,524. American Home Products—sixth in 1958—was third with $28,109,458.

Network tv activity was greatly accelerated by Philip Morris; National Biscuit Co.; Texaco; Bayuk Cigars; Carter Products; Alberto Culver; Beech-Nut Life Savers; DuPont; Heinz, and Firestone—among other sponsors.

In the downswing department, such clients as RCA, Block Drug and Nestle cut back their budgets sharply. #

GORDON F. CHELF, *former ad director of the Philadelphia Inquirer, has been named publisher of the Philadelphia News, a new post. The Inquirer, like the News, is a division of Triangle Publications.*

Motorola Adds New Radio Segment in Doubled Ad Drive

CHICAGO, March 22—What Motorola Inc. refers to as the most extensive spring advertising and merchandising program in its history will be launched this spring, with emphasis on the company's 1960 lines of portable and car radios.

In previous years the company used three impact programs keyed to the selling seasons of tv and stereo. The fourth program is being added in the spring and early summer months, when portable and car radio sales are at their peak, according to Robert G. Ferris, advertising and sales promotion director.

Motorola says it is doubling its ad expenditure this year. The company would not disclose the ad figures. (Last year it spent a total of $1,285,881 in magazines for all its divisions; of this, $148,151 was spent in magazines to promote Motorola radios, according to Publishers Information Bureau.)

■ The spring program will combine magazine advertising, 24-sheet posters, newspapers, professionally installed dealer windows and new full-line portable radio automatic selling center displays, the company says.

National advertising, handled by Leo Burnett Co., will begin in late April, with announcement ads for the new line of Motorola portables and the company's new fm car radio in mass weeklies and business publications. Portable radio ads will be keyed to the size, performance and styling of two new "shirtpocket" models.

In its newspaper advertising, Motorola has scheduled some 600 newspapers in 300 cities for ads to be placed by distributors. #

Why is this famous Paris rendezvous called "the American Bar"?

THE BOURBON INSTITUTE

BOURBON AT THE RITZ—*The Bourbon Institute will use this b&w page in the April 12 Look and May 2 Life. Paris' Ritz Hotel bar, copy says, "called 'the American' . . . lives up to its name by serving the traditional American drink . . . fine Bourbon whisky." McCann-Erickson is the agency.*

New Report Lists Brand Preferences in New York Area

NEW YORK, March 24—What is reported to be "the largest and most comprehensive study of brand positions ever made" in the nation's No. 1 market has been released by the Joseph Jacobs Organization.

The study was made for Jacobs by Pulse Inc. and embraces interviews in 1,900 homes in ten counties of the greater New York metropolitan area. It covers foods, beverages, household items, health and beauty aids, beers and whiskies.

Pulse has been conducting this annual inventory for 17 years for the Jacobs organization. Besides establishing over-all positions for the hundreds of brand items surveyed, one of the purposes of the study is to measure the comparative importance of Jewish homes as consumers of specific brands.

Of an estimated total population of 12,254,900, about 3,010,300 are estimated to be Jewish. This represents some 920,570 families out of a total of 3,804,000. The survey breaks down all purchases according to Jewish and non-Jewish homes. In many instances, there are significant differences between the two groups.

■ Among the No. 1 brands in New York and the percentage of total as (based on projections) in which they were found are:

Dole pineapple products 30.2%; Silvercup white bread 17.9%; Lipton noodle soup (protrated) 22.3%; Maxwell House coffee 18.3%; Instant Maxwell House 33.3%; Lipton tea balls 33%; Rheingold beer 12.6%; Ballantine beer 12.2%.

Also, Kellogg's corn flakes 28.9%; Hoffman club soda 13.3%; and ginger ale 17.5%; Pepsi-Cola, 22.1%; Coca-Cola 20.1%; Presto cake flour 15.5%: Hellmann's mayonnaise 63.2%; Kraft salad dressings 11.9%; Mazola salad and cooking oil 21.9%; Fleischmanns margarine 7.3%; My-T-Fine pudding 42.3%; Log Cabin maple syrup 29.8%.

Also, Ivory soap 63.7%; Tide 33.7%; Mr. Clean 26.8%; Ajax 47.8%; Bayer aspirin 56.3%; Anacin 33.1%; Vicks Vapo-rub 46.5%; Phillips milk of magnesia 24.5%; Colgate toothpaste 36.4%; Gleem 19.2%; Four Roses whisky 13.6%, and Canadian Club 11.3%. #

Shedd-Bartush Boosts Schubel

Adam J. Schubel has been promoted to vp and director of sales and marketing of Shedd-Bartush Foods, Detroit. He previously was general sales manager.

Four Execs Leave EWRR to Take Over London Agency

LONDON, March 22—Four senior executives of Erwin Wasey, Ruthrauff & Ryan Ltd. resigned from the agency this week after acquiring a "substantial interest" in Crane Publicity Ltd., a medium-size agency which bills over $2,800,000.

The four—C. Austen Barnes, Donald McLure, Dennis Blairman and Ronald Critchley—have been described as the "senior executive echelon" on the Thos. Hedley account at EWRR. Hedley is Procter & Gamble's British subsidiary.

Mr. Barnes denied rumors that the move would result in a switch of a major part of the Hedley account. "That is absolutely untrue," he said.

Mr. Barnes was supervisory director on the Hedley account at EWRR and will become chairman of Crane.

■ Mr. McLure, another director on the Hedley account, and Mr. Blairman, creative group director, will join the board of Crane. Mr. Critchley, media director on the Hedley account at EWRR, will become media director.

The four men move into their new posts next month. They declined to say what their financial stake in Crane is, but Mr. Barnes said they had acquired a majority holding and the money invested belonged in its entirety to the group of ex-Wasey executives.

V. K. Watson, senior director and media planning executive at EWRR, said the departure of the four was on "the friendliest possible terms."

In a message circulated to the staff, EWRR managing director Walter Graebner described the Crane Publicity development as a "brave new venture" to which he wished "every success."

■ Mr. Barnes said the negotiations for the deal had been going on for three months.

Mr. Barnes claimed the new team brings to Crane a wealth of advertising experience that could be matched by few of even the largest international agencies. Every member of the team has been actively engaged in promoting successful products in the highly competitive packaged goods and appliance markets, he said.

The new Crane chairman started his career in market research at London Press Exchange and subsequently moved to account management. He joined EWRR five years ago from the Robert Freeman agency.

■ Mr. McLure, originally a Unilever trainee, has had wide marketing experience in the soap and food fields. At Crane he will have special responsibility for marketing operations.

Mr. Blairman entered advertising as a copywriter 19 years ago. During the last few years he has specialized in the creative development of television advertising. He will be director in charge of the Crane creative division.

In another development last week, John Pearce, who resigned recently as joint managing director of Colman, Prentis & Varley, announced he will be one of the founders of a new agency.

He will be associated in this new venture with Geoffrey Tucker, a senior account executive who has resigned from Colman, Prentis. #

Dresser to Alden Electronic

Malcolm Dresser, formerly with Raytheon Mfg. Co., has joined Alden Electronic & Impulse Recording Equipment Co. Westboro, Mass., as marketing coordinator, a new post.

Audit Bureau Is Ready to Discuss Unified Audit Plan

Since Advertisers Ask Unification, They Should Initiate Talks, AA Told

NEW ORLEANS, March 22—The Audit Bureau of Circulations last week opened the door to any proposals for establishing a common auditing bureau or developing a single audit procedure for paid and free circulations.

At a meeting of the ABC board of directors here, William R. Farrell, director of marketing services of Monsanto Chemical Co. and chairman of ABC, instructed Walter P. Lantz, director of the ABC policy committee, to make himself available for exploratory meetings with any group in the advertising field wishing to discuss the single audit or bureau question. Mr. Lantz, who is advertising director of Shulton Inc., is a former board chairman of ABC.

This development places ABC in the same position as that taken by Business Publications Audit, the leading auditing group for free circulation publications. Both ABC and BPA now are willing to listen to any discussions for a single auditing system but neither are willing to initiate such talks.

■ One ABC source told ADVERTISING AGE that ABC thought such meetings between ABC and BPA could be arranged by either interested individuals or advertising organizations such as Assn. of National Advertisers, Assn. of Industrial Advertisers, or the American Assn. of Advertising Agencies.

"The buyers of advertising apparently are the ones who are interested in seeing a common audit developed," the source said. "Thus, such a meeting between the two auditing groups should be arranged by the advertisers or agencies." #

Youngstown Print Drive Promotes Package Kitchens

WARREN, O., March 24—The Youngstown Kitchens division of American Radiator & Standard Sanitary Corp. is spending an estimated $250,000 on its spring and summer advertising campaign to promote its 1960 line, including package kitchens, cabinet sinks and appliances.

Package kitchens are being featured in the drive. A 5′ honeywood package kitchen will be sold for $289; and a 5′ white steel unit will be sold for $259.

To plug the package kitchens, Youngstown will use color pages in the May issues of *Better Homes & Gardens, House Beautiful,* and *House & Garden,* and a two-color half page in the May issue and a b&w page in the June issue of *Living for Young Homemakers.*

■ Color half pages will also be used in the spring issues of *Home Modernizing Guide, House Beautiful Building Manual, House & Garden's Book of Building,* and *Living's New Guide to Home Planning & Remodeling,* and the summer-fall *New Homes Guide.*

Business publications and point of sale material will be used to round out the campaign.

Grey Advertising, New York, is the agency. #

Dirty Room

In The New York Times Magazine, you learn what it's like to be a woman detective: "A man's coat, a brown coat, hanging on the back of a chair. And you're alone in the room with a man. It's a cold room and it's dirty. And all of a sudden he goes for that coat and you know there's a gun in it. And you wonder if he's going to make it before you can get your gun out of your pocket."

Contented

In The New York Times Magazine, you learn what it's like to be an Iowa farmer: "We've had a hard time the last three years. But, hell, I don't want to bellyache, I've got my health and my family and a house to live in." He was tramping down a dung-pocked trail behind some of his cows. ("That white one is my pet. What a wonderful udder. I'll get 400 gallons of butterfat from her.")

Nix

In The New York Times Magazine, you learn what it's like to work for George Romney: . . . An American Motors official was told that it looked like a G.O.P. year . . . "Nix on Nixon," was the speedy reply. "The next President will be Adlai Stevenson, and if he wins by one vote it will be mine." . . . Heresy in a citadel of Republicanism? The answer was unhesitating, "It's nice to work in an office where you don't have to worry about saying what you really believe."

The New York Times Magazine

In The New York Times Magazine, you learn what it's like to get great results from advertising. That's because women, men, 1,300,000 families across the country enjoy it, use it as a weekly buying guide. That's why it is first in advertising linage among all magazines. Schedule it— and sell New York in New York's biggest salesman, The New York Times.

BASIC TEST FOR MEDIA SELECTION:

Ask anyone, anyone you're trying to sell in the aviation market, what publication he reads and respects most.

A powerful editorial force is a powerful selling force.

Aviation Week

Including ***Space Technology***

A McGraw-Hill Publication 330 West 42nd St New York 36 N Y

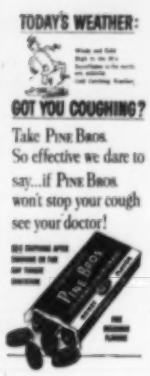
Aircraft – Missiles – Spacecraft

ABC PAID CIRCULATION 73,606

The Editorial Viewpoint . . .

Silly Ads, Unclear Ads

While most of us are blasting away at those cigaret ads and the clinical television commercials which demonstrate what happens to our innards when we swallow an aspirin tablet, a great deal of advertising is appearing which somehow escapes comment from those who worry about what advertising does and what kind of image it projects for the public.


TODAY'S WEATHER:
GOT YOU COUGHING?
Take Pine Bros.
So effective we dare to say...if Pine Bros. won't stop your cough see your doctor!
Pine Bros.

In our opinion, this is a mistake. The silly claims of the whiter-than-white brigade, the shrill yells of the cigaret boys and the hysterical shrieking of the cold-and-headache people are actually taken pretty calmly by the public, which recognizes this sort of thing for what it is—and discounts it in the same manner that it discounts the solemn promises of the springtime politician.

But the more sober advertising that gets fuzzy with the truth, or difficult to understand, is not so easily discounted, and often does more serious harm to the advertising image than the easier-to-penetrate, more blatant stuff.

We present here two examples of the sort of thing we mean. Neither is a sensationally bad or misleading ad, but that is precisely the point. One of them—the Pine Bros. ad—makes undoubtedly the most daring statement of the decade, which we quote verbatim:

"Take Pine Bros. So effective we dare to say . . . if Pine Bros. won't stop your cough see your doctor!"

That's laying it right out there on the line, isn't it!

The other—the Eastern Airlines ad—is the kind of murky double-talk that clouds too much skyways advertising these days. "Miami Beach $19.50—7 days, 6 nights, plus air fare," it shouts. And all you have to do is to translate this into words that have some meaning, like this:

"Eastern Airlines has made arrangements with scores of good hotels in Miami Beach to put you up, two in a room, for only $19.50 a person for seven days, six nights, if you fly down on our lines. Including free transportation to and from airport."

$19.50 per person for six nights in a hotel figures out to $3.25 per night. We say this is a sensationally low price, assuming the hotels are decent, and we think they are. So why take a good story and gimmick it up so no one knows for sure what it says, and half the readers we show it to automatically say, sneeringly, "That's just advertising."

Why wouldn't the straightforward story—in the text if not in the headlines—sell at least as well as this suspicious-come-on stuff?

Making It No Better At All

It begins to appear as though W. S. Cutchings, president of Brown & Williamson, would do better to stop issuing comments on his company's difficulties with the Federal Trade Commission over Life cigaret advertising.

Following acceptance of a consent decree by B&W and its agency to the effect that Life cigarets will not use a demonstration purporting to show its filter absorbs more tar and nicotine than other brands "when such proof is not actually given," and that it will halt any claim that the U. S. government or any of its agencies approves or sanctions the claims it makes, Mr. Cutchings issued a statement in which he said:

"The notable thing about the FTC's complaint and the consent order is that the FTC has never challenged the claim that the smoke from Life cigarets contains less tar and nicotine than the smoke from any other cigaret, a fact which the data we filed with the commission clearly establishes."

The notable—and sad—thing is that Mr. Cutchings' *claim* may be right. But instead of making his claim in straightforward fashion in his advertising, he insisted on having it appear as though the government were the authority for the statements.

By any standard, that seems to us to be misleading; in this instance, if the claim is valid and provable, it was foolhardy to attempt to gild the lily. And it was the misleading presentation of the claim, rather than the validity of the claim itself, which drew an FTC citation.

Gladys the beautiful receptionist

—George C. Whipple Jr., Batten, Barton, Durstine & Osborn, New York.

"He ran it up the flag pole but it crumbled—his new slogan for the 707 was 'Going, Boeing, Gone.'"

What They're Saying . . .

Synthetic Image

Today we seem to find the notions of the public relations experts so entrancing that we allow them to invade our thinking about almost everything.

A word they love to toss around is "image." They're in the business of creating images and "postures." And evidently they've got us all doing it.

It used to be that when a man in public life displayed courage, you just said he had courage. Now you say he is "projecting an image of courage." The clear implication is he doesn't really have it, but he thinks it's good politics to make a show of it.

If a man finds his natural bent is foreign affairs rather than the domestic front, somebody will say he is attempting to establish an image as a "foreign affairs specialist."

We're hardly one step removed from saying that a young guy is projecting an image of youth.

Happily, the word is not yet so synthetic as all this suggests. But there are some who would have us believe that it is.

—From an editorial in the News-Times, Danbury, Conn.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

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F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Heole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Maleeki, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Merts, Rod H. Minchin, David J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, John W. Heck Jr.** San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Wayne Stoops**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

One thing about having a live wire like Red Motley running the U. S. Chamber of Commerce is that nobody in the audience will ever find himself falling asleep.

•

Arizona says major league ball teams training there are much better conditioned than those working out in Florida, but you can't prove it by the '59 pennant winners, the White Sox and the Dodgers.

•

"Broadcasters face a tougher FCC under Ford," a news story says.

As Mr. Doerfer discovered, friendship in official life frequently has its perils.

•

The 1960 market for appliances is 1,500,000 units, reports the National Rural Electric Cooperative Assn.

Those power lines out in the country may mean even more to the farmer's wife than to her tractor jockey.

•

One way to escape the editor's blue pencil if you want to rebut his material is to do as Abbott Laboratories did and run a full-page ad in *Life* telling what was wrong with that article about pharmaceutical prices.

•

Advertiser tie-ups are spreading so far across the field that now a fashion advertiser and a liqueur importer are planning their promotion race as an entry.

•

"How to hold a better meeting," is the title of a new business book, which perhaps has something to say about how to get hotels to provide wider and softer seats for those on the receiving end.

•

"Is it a sin to tell the truth—vigorously?" Leo Burnett wants to know.

Sometimes if you do the FTC doesn't like it, but it's a cinch if you don't the client won't.

•

German agencies are telling U. S. manufacturers about their facilities for handling advertising in the common market, and the only hazard is the printer who may not realize the importance of the umlaut.

•

The county agents and others whose job it is to help farmers have been given a more accurate description by *Better Farming Methods*, which now dubs them "change agents."

•

The *Los Angeles Times* says that it now represents the No. 2 U. S. market, and thus far it hasn't been challenged by the Chicago Assn. of Commerce.

•

"Brevity is the soul of wit," said Hamlet, thus providing a smart headline for the "time-saver" concept of Simmons-Boardman business papers.

COPY CUB.

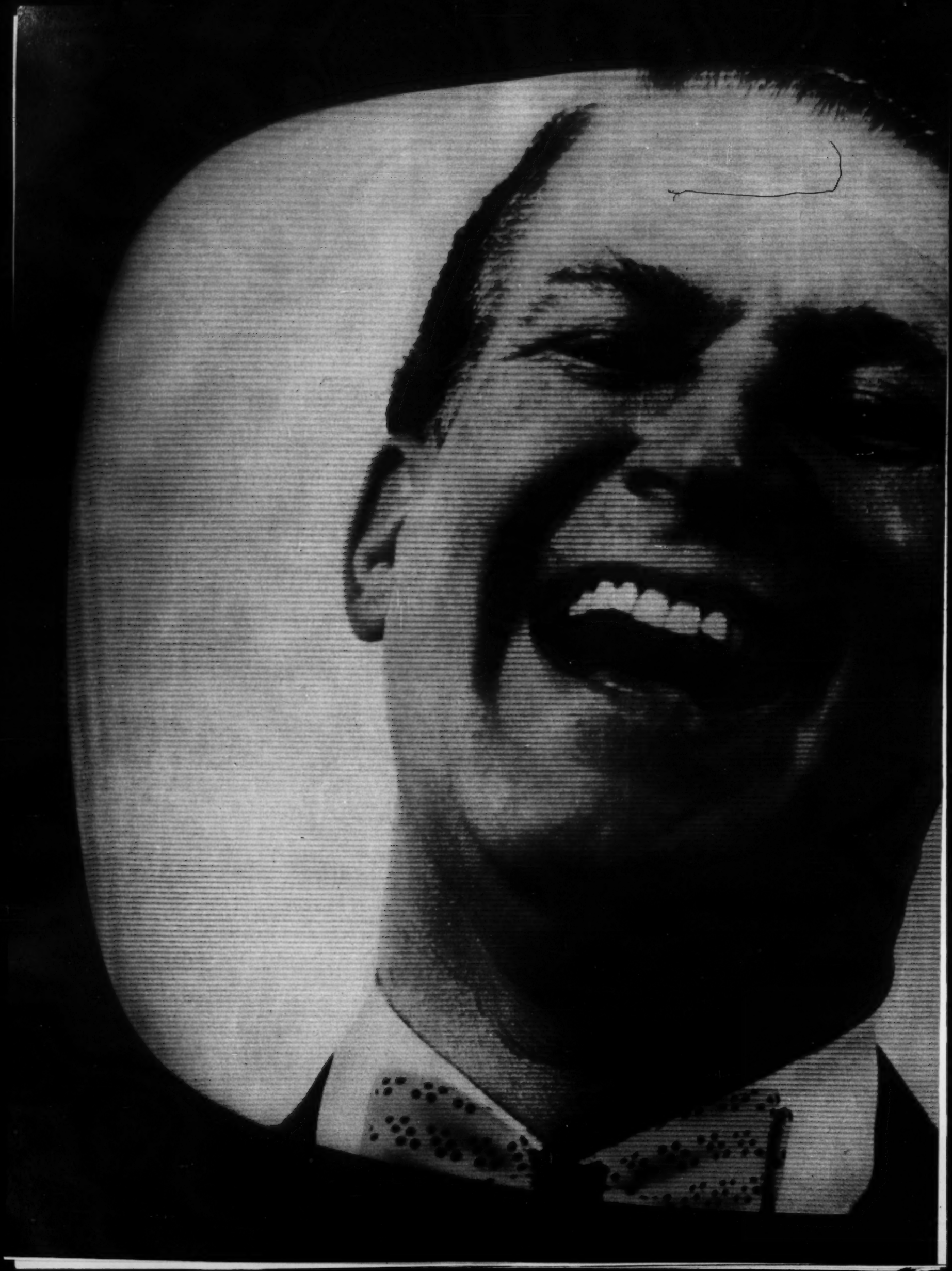
Only five newspapers in America published more General Advertising during 1959 than The Washington Post with over 5,839,000 lines.

TOTAL GENERAL ADVERTISING 1959 6 and 7-Day Newspapers Media Records First 50 Report	
1. New York Times	15,708,245
2. Chicago Tribune	9,276,687
3. Los Angeles Times	8,048,989
4. N. Y. Herald Tribune	6,551,470
5. Philadelphia Inquirer	6,353,869
6. Washington Post	5,839,133
7. St. Louis Post-Dispatch	5,794,253
8. Milwaukee Journal	5,553,187
9. Detroit News	5,531,726
10. Philadelphia Bulletin	5,317,305

FIRST IN WASHINGTON
IN CIRCULATION
IN ADVERTISING
IN AWARDS

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker Co.—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd.—London; Senor G. Enriquez Simoni—Mexico City; Allin Associates—Toronto and Montreal; The Hal Winter Co., Florida Hotel and Resorts, Miami Beach; Tom McGill, New England Hotel and Resorts, West Roxbury, Mass.; Lou Robbins, N. Y. and N. J. Hotel and Resorts, 1265 B'way, N. Y.; Grant Webb Co., Financial Adv., N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; Puck, The Comic Weekly



The daytime picture was never brighter!

Latest safaris into Nielsen Country continue to bring back very bright figures indeed—for ABC Daytime TV. Look close and you can see a 25.0 Share of Audience. You can see 2.3 million homes being reached by ABC per average minute during the noon to 4 p.m. program block.

The same programming strategy that's been catapulting ABC-TV into No. 1 position week after week has been paying off during the day, too. In the last six months, ABC's Share has jumped by 38%, its average audience by 86%.

And this is a *special* audience. A younger audience with larger families. Three out of four ABC homes are in this market of real *consumers*...these people who respond most actively to the fun and games of a Beat the Clock starring Bud Collyer, or take the cheerful zest of a Gale Storm Show... the edge-of-your-sofa excitement of a Restless Gun... the fun and frolic of a Love That Bob starring Bob Cummings or, for that matter, a Who Do You Trust?

There's another bright figure in this ABC success story. That's ABC Daytime's CPM of $1.10. For as little as $7,633 per 1/4 hour, a sponsor gets everything. He gets time, talent, the *works*.

All in all, a very choice chartful of reasons why sponsors like Lever Brothers, Mastic Tile, General Foods, Renuzit, Johnson & Johnson, Vitamin Sales Co., Drackett, Restonic Mattress, Toni, Armour, American Red Ball Van, and Beech-Nut: all continue to choose ABC Daytime TV.

WATCH ABC-TV IN '60
(more people will)

ART DIRECTION IS AN IDEA MAGAZINE . . .

for idea men in an idea business. Each issue is packed with visual ideas and creative thinking for advertising and promotion in all media; print, package design, art and illustration, displays, posters, TV spots, type, photography. Keep on your creative toes. Get Art Direction. Only $6.00 for 12 issues; $10.50 for 24 issues.

subscribe **ART DIRECTION**

A40, 19 W. 44th St., New York, N. Y.

'Miller' to Alter Format

Miller Publishing Co., Minneapolis, will change the tabloid format of the *Northwestern Miller* to a standard 8x11" magazine format, effective with the July 11 issue. *Milling Production* and the *American Baker* will be merged with the new *Northwestern Miller*. Alternate issues will feature material on milling technology and commercial baking.

Virginia Exempts Hams

The Virginia legislature has exempted Smithfield hams from a Sunday-closing law, making this famed product the only food requiring cooking which can be legally sold under the new law. Rep. Toy Savage, sponsor of the bill, explained that Smithfield hams were being classified as a "tourist attraction," rather than a food, in order to gain exemption.

Premium No Longer 'Ill-Fit Appendage,' Tighe Says in 'AR'

CHICAGO, March 22—Premiums "have become a recognized, integrated marketing tool for more and more companies," says James N. C. Tighe, president, National Premium Sales Executives Inc., in the April issue of *Advertising Requirements*.

Mr. Tighe asserts that premiums have "matured greatly in recent years" and "are much less often an ill-fitting appendage grafted onto the promotional program."

From a study just completed among America's 120 leading sales executives of companies which supply the premium market, Mr. Tighe notes "eight things to look for" in the premium future, including:

- Greater integration of incentive promotions into the user's total marketing program will continue to improve results.
- As the working arm of the marketing committee, the sales promotion manager's role in premium planning is growing, and will continue to do so.
- Many agencies are taking a greater part in premium planning.
- The trend to higher-priced merchandise in all types of premium promotion will continue to gain momentum. #

Marsden Named Manager of Chambers Wiswell Shattuck

Donald A. Marsden Jr., a vp of Chambers Wiswell Shattuck Clifford & McMillan, Boston, has been promoted to the newly-created post of general manager of the agency, assuming the responsibility of coordinating activities of the traffic, accounting, copy, art, production and media departments.

Donald Marsden

Mr. Marsden was one of the cofounders of McMillan & Marsden in 1953 and subsequently became treasurer of Shattuck, Clifford & McMillan.

Budd Gore Named Chairman of Mahogany Group Contest

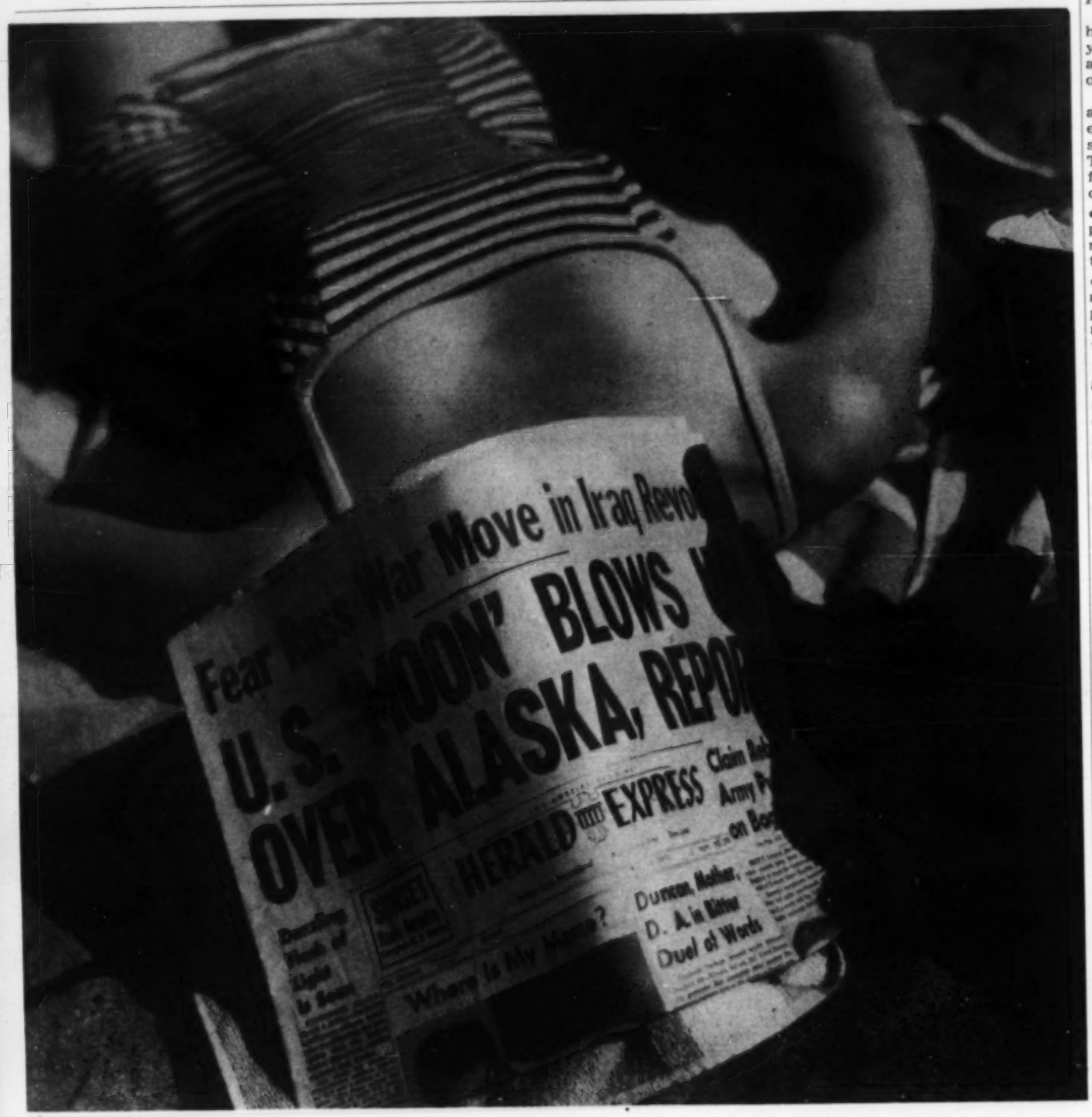
Budd Gore, advertising manager of the *Chicago Daily News*, has been named chairman of the Mahogany Assn.'s Retail Advertising competition.

The competition, recently announced by the Mahogany Assn., is designed to upgrade the quality of retail newspaper advertising of the furniture which, according to Federal Trade Commission studies, has sunk to an all-time low in the public's confidence. A total of 182 stores in key metropolitan areas were invited to enter the competition by submitting all newspaper advertising of genuine mahogany furniture placed between Jan. 1, 1960, and Dec. 15, 1960. Ads will be judged on their over-all merit, rather than size, frequency of insertion, layout, typography, etc.

Randolph Associates Issues Folder Listing its Accounts

Randolph Associates, Wellesley, Mass., has issued a folder which contains a list of its major accounts.

The folder was sent to competition throughout the Boston area, with a note saying to the effect that "we are competing with you daily, and it's fun. Sometimes you win. Sometimes we win. Regardless of who wins what in the sixties, we thought you might like to know more about us."



SAY! EVEN IF YOU can't be basking in the warm California sun, *your advertising can!* Yes . . . basking in the *most salubrious evening newspaper advertising climate* in all the West . . . when it's *scheduled in the largest and finest evening paper in the West!*

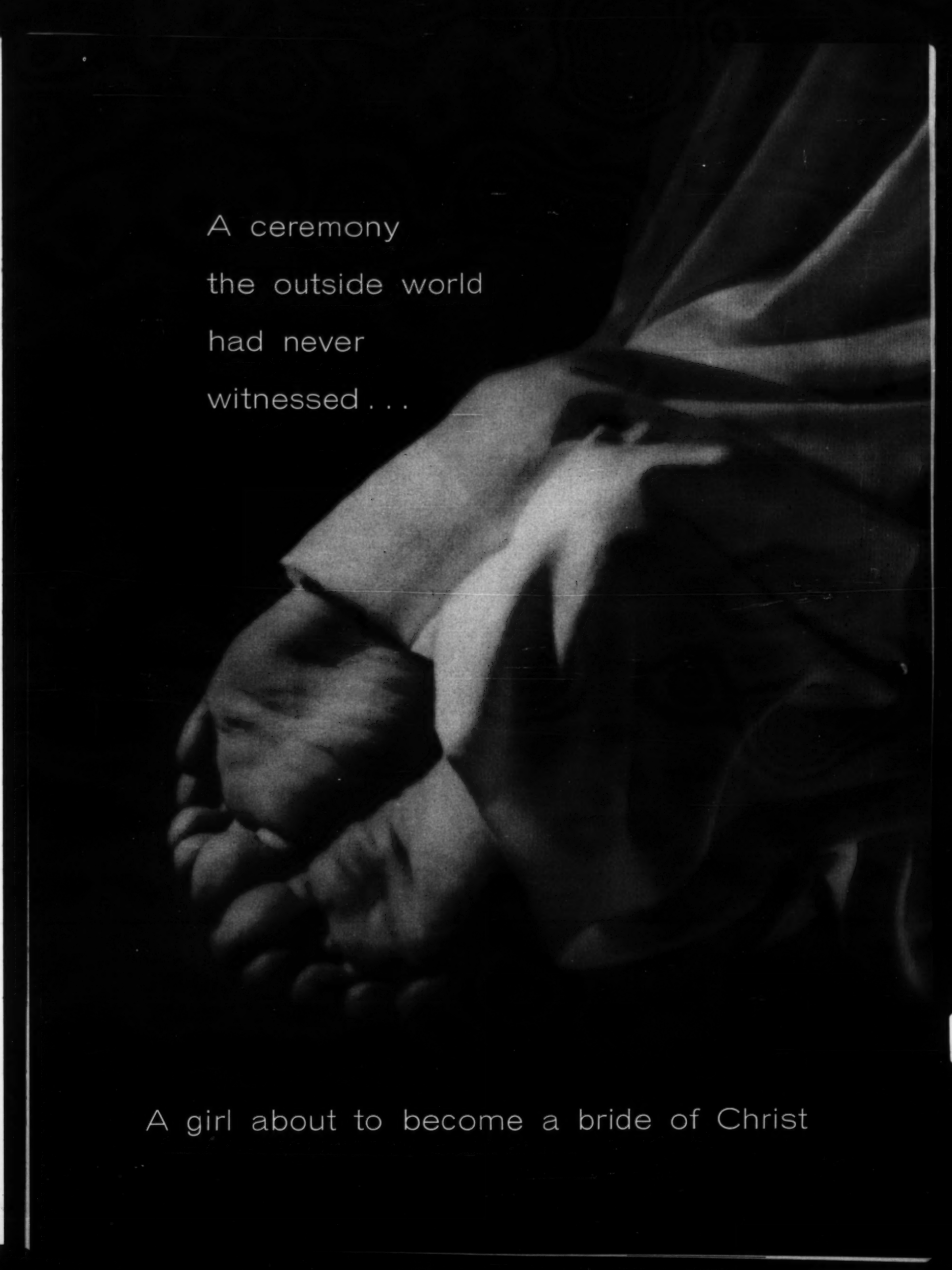
✓ **YOUR ADVERTISING,** when scheduled in the Herald-Express, is concentrated in wealthy Los Angeles County. That's where more than 90 percent of the Metropolitan Area's Retail Sales are made!

✓ **YOUR ADVERTISING,** when scheduled in the Herald-Express, reaches a circulation of 355,764*. That's 52,047 MORE* than the second evening paper. And, of the total, 75% is exclusive and unduplicated* by any other metropolitan newspaper.

*SOURCES: ABC, Sales Management & Top Ten Brands Report.

Los Angeles Evening **HERALD-EXPRESS** "Largest Evening Newspaper in Western America"

Represented Nationally by Moloney, Regan & Schmitt, Inc.



A girl about to become a bride of Christ

On December 13, 1959, WDSU-TV viewers saw a ceremony never before witnessed by the outside world. Never before has a TV program inspired such interest. Following are excerpts from the script for "Life of a Carmelite," one of WDSU-TV's Special Events Series.

Narrator: "This is the home of the Discalced Carmelite Nuns in Lafayette, Louisiana.

'Discalced' means barefoot ... It is a symbol of sacrifice to the love of God ...

"The skull is a reminder that we are but dust—and that the meaning of life comes only after death.

"These are scenes no one outside these cloistered walls has ever seen before . . . for her face is veiled forever from the eyes of the curious. You do not know her name or anything about her—except that she spends most of her life in the posture of prayer.

"Our photographer was not allowed to take all these pictures. The nuns were given a camera ... and these are some of the scenes they recorded.

"This is a girl about to become a Bride of Christ. She is 18 years old on this most wonderful day of her life . . . and in the way of all brides, she is radiant with happiness. She has already been in the monastery for nearly a year as a postulant . . . learning, training, proving herself. She has chosen the Carmelite rule which forbids all personal contact with those not of the Cloister.

"The ceremony begins with the Processional . . . The Bride is brought back to the choir . . . prostrates herself . . . completely and finally renouncing the world outside. Her new sisters scatter rose petals over the covered form . . . She says goodbye to all friends and relatives. To all except her family . . . who may come to visit her periodically. Except for them, and the sisters of her cloistered nunnery, no one will see her face again."

IN NEW ORLEANS WDSU-TV GIVES YOU THE PICTURE

IN THE APPLIANCE-TV-HOUSEWARES FIELD
EVERY MONDAY THE PROS READ
ELECTRICAL
MERCHANDISING WEEK
A McGraw-Hill Publication ABC-ABP

Ideal every-Monday frequency
Biggest paid Dealer audience
Unique, best-buy rate structure

Comet Dealer Group Sets $150,000 Introductory Drive

The Comet Dealers Assn. of Southern California, Arizona and Nevada will spend approximately $150,000 in 60 days in a three-part campaign to introduce the new compact car which bowed March 17. All advertising will break in April. A radio schedule calls for 3,000 spots per week for three weeks on 70 stations; a four-page, two-color insert will appear in 65 newspapers; 600 7-sheet outdoor boards will be up for a month in Los Angeles and Orange counties.

Merchandising support includes display of the car at the International Sports & Travel Show in Los Angeles, dealer window paints, license cards, give-away kits for children and other traffic aids. The campaign is timed, according to Kai Jorgensen, president of the dealer group's agency, Hixson & Jorgensen, "to beat the media competition of election activities which start in May."

U. S. Economy Is Basically Cyclical, Dr. Rinfret Says

NEW YORK, March 22—An economist last week told the New York chapter of the American Marketing Assn. that researchers are missing the boat completely in economic evaluation because they fail to recognize "the propensity of the economy to fluctuate."

Dr. Pierre A. Rinfret asserted that the U.S. economy is basically cyclical and he insisted that "there is no such animal as a straight-line projection."

Dr. Rinfret is vp and director of the economics division of Lionel D. Edie & Co., investment counselor, and he also teaches economics at New York University's graduate school of business administration.

■ Dr. Rinfret cited a number of examples to illustrate his thesis. He noted that during the 1958 recession everyone was asking, "What's wrong with the automobile industry?"

Everyone should have known, he said, that there was nothing wrong with the industry's ability to sell, it was just a question of Detroit being particularly vulnerable to fluctuations in the economy. Dr. Rinfret said the auto industry was behaving just the way it always behaves in a cyclical period.

■ Dr. Rinfret also pointed out that the appliance industry is tied very closely to the general economy. He scoffed at those who talk about expanding the total market for appliances. Appliance sales, he said, expand and contract in close conformity with the general economy. According to Dr. Rinfret, when sales of washing machines and freezers expand, it only means that radio and tv sets decline in volume —and vice versa. This is what he called a "closed market." #

Kandel Knitting Sets Magazine Drive for Sweaters

Kandel Knitting Mills, Portland, will move into major fashion publications for consumer promotion of the new fall line. First ad in the new series will be a half-page in color in *Seventeen* in July, followed by a page in black and one color in *Mademoiselle* in August. Men's apparel will be spotlighted by a two-thirds page color ad in *Playboy* and also in *True*, and advertising for both men's and women's wear will be carried in the fall in *Sunset Magazine*.

Point of purchase material will include how-to-care pamphlets for sweaters and skirts. Trade promotion is tied to the theme, "Sweaters and skirts go together beautifully, sell together profitably." Showalter Lynch Advertising Agency handles the account.

C&W Elects VPs

Howard S. Johnson, a member of the operation committee of Cunningham & Walsh, New York, and supervisor of its 15 public relations clients, has been elected a senior vp. C&W also has elected Roy F. Gorski, an account supervisor, and Earl W. Schultz, an account executive, vps.

"Made it after all! Didn't take us any time
to agree on Huntington-Charleston and WSAZ-TV!"

WHAT MAKES HUNTINGTON-CHARLESTON stand out as a pretty obvious must-buy market? 2,000,000 people? 440,000 TV homes? $4 billion to spend annually—from the giant payrolls of the concentration of giant industries in this 68-county, 4-state area? All good reasons. Also the fact that WSAZ-TV (and WSAZ-TV alone) covers this Dynamic Circle in the booming Ohio River Valley as if it owned it. Better than the other two stations *combined*. Call the Katz Agency for further reasons why so many sales and advertising managers insist on a high-up place on their national schedules for Huntington-Charleston and WSAZ-TV.

WSAZ-TV
HUNTINGTON • CHARLESTON — CHANNEL 3 NBC

A PACKAGING FIRST BY Jackmeyer

NEW! STIK-ON BLISTER PAC

Put more 'See and Sell' in your package this fast, easy low-cost way!
- Pressure-Sensitive STIK-ON Blister Pac seals tight with slight hand pressure.
- No Heat • No Equipment
- Easy to assemble in your own plant.

ONE COMPLETE SOURCE for all types of Blister packaging. Quality controlled all the way from art to delivery.

Call Watkins 4-0265 or write Dept. AA

JACKMEYER CORP. 253 W. 26th St., N. Y. 1, N. Y.

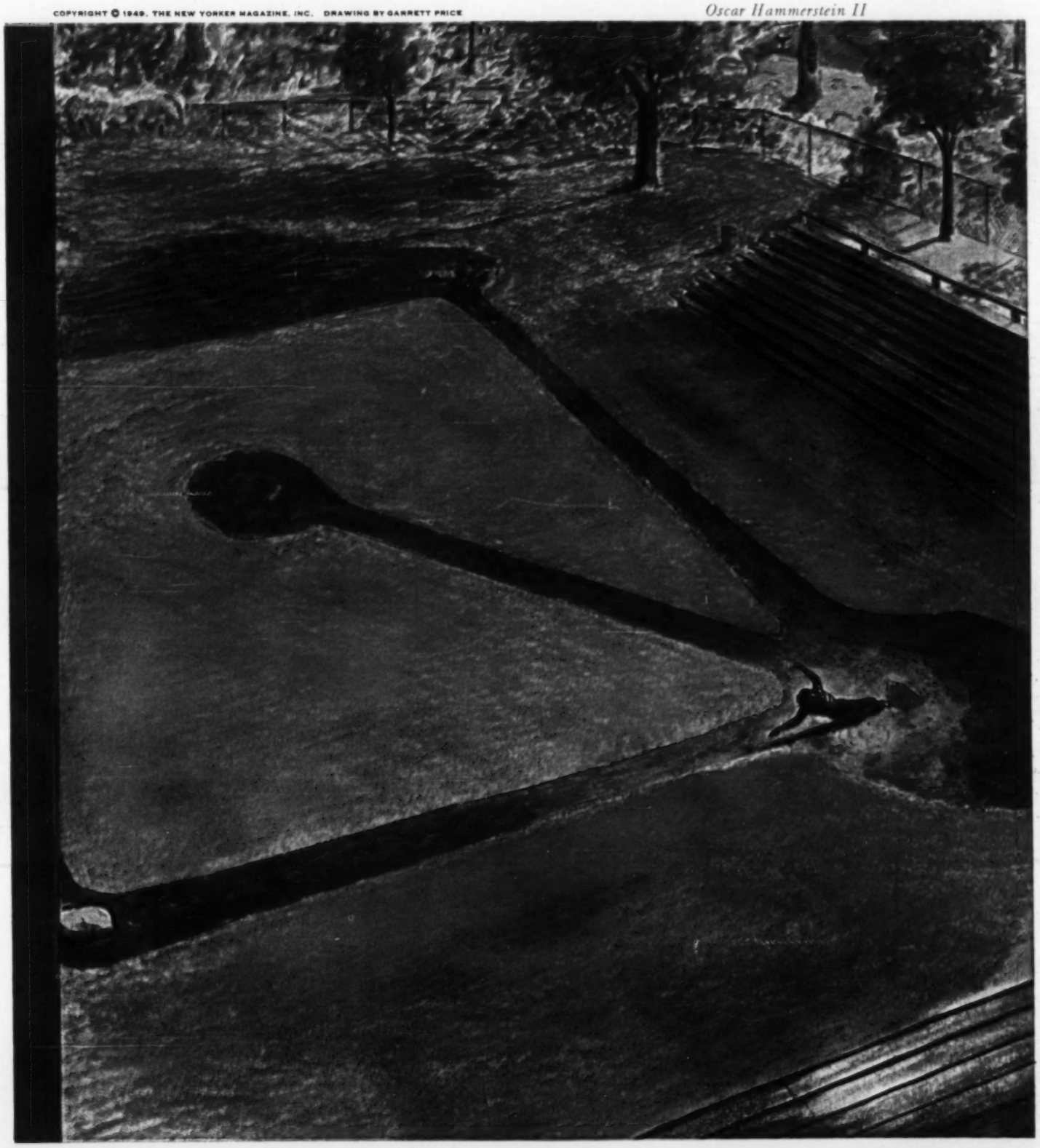
THE NEW YORKER creates

"When the illustration shown below appeared as a cover on The New Yorker, I spontaneously wrote The New Yorker to say that I thought it was not only the greatest cover, but perhaps the best picture I have ever seen. It expresses the American dream."

Oscar Hammerstein

Oscar Hammerstein II

COPYRIGHT © 1949, THE NEW YORKER MAGAZINE, INC. DRAWING BY GARRETT PRICE



ABC-TV Retains Price Edge with Its New Rates

NEW YORK, March 22—In announcing the new rate card for ABC-TV, the network highlighted three points:

1. Network advertisers will be required to purchase for each program "a minimum cleared gross for station time equivalent to $85,000 for each class A hour telecast." This is a slight increase over the current requirement of an $80,000 minimum. Most sponsors with national distribution order more than this minimum generally; the hiked minimum is intended to help the network avoid the occasional spotty lineup.

2. The summer season has been lengthened from 13 to 16 weeks and discounts boosted to help spur business during the soft-selling season. (Like the rest of this card, this will not be effective until Oct. 1; summer business will not be affected until 1961.) Time period discounts on the card range from 18% to 50% for summer; the winter time period discounts range from 2% to 20%.

3. An advertiser billing more than $5,200,000 a year on ABC-TV may have his choice of an over-all 30% discount or the combined individual volume and time period discounts. Under card number eight, the maximum dollar volume and discount was slightly higher—32½%.

■ As in the case of any new rate card, it is impossible to generalize about what this one will mean in pocketbook terms for the average advertiser. It depends on what kind and size schedule he buys.

In general, ABC retains its price advantage over the other two networks as a result of more liberal discounts, and in some cases over station rates.

CBS-TV revised its discount structure last fall. The current summer selling is being pushed under the terms of those greatly expanded continuity discounts for the 13-week summer season. The other major change elevated the 9 to 10:30 p.m., EST, block into an extra prime time category by decreasing the discount.

■ NBC-TV has followed suit with an adjustment for the 9 to 10:30 period. Daytime rates also were revised to meet CBS' changes in that area. Among the changes: 10 to 11 a.m., EST, was reclassified from class C (50% of a rate) to class D (40% of a rate). In January there was a special daytime bonus offer: Time for one 15-minute weekly segment free on the purchase of three 15-minute weekly segments. This incentive plan applied to a choice of four NBC afternoon shows. #

Strom, Kronsnoble Appointed

Lloyd E. Kronsnoble and Robert B. Strom have joined the grocery products division of Armour & Co., Chicago, as brand managers. Mr. Strom, former cereal advertising manager of Quaker Oats Co., was named brand manager for Dash dog food; Mr. Kronsnoble, formerly an account executive with Edward H. Weiss & Co., was named brand manager of canned meats.

K&E Names Three

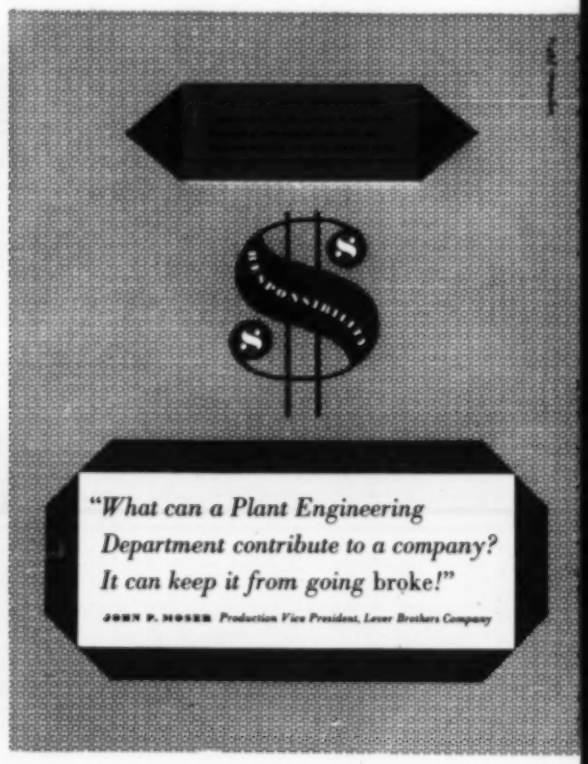
Kenyon & Eckhardt, New York, has named Larry Botto, formerly with Sullivan, Stauffer, Colwell & Bayles, an account executive and Stanley Newman, previously with Cohen, Dowd & Aleshire, to the control department. Jerome Cowle, formerly copy supervisor with Leo Burnett Co., has joined K&E's Chicago office as creative supervisor.

Norman, Craig Names Two

Anthony R. Cangemi, formerly with Sullivan, Stauffer, Colwell & Bayles, has joined Norman, Craig & Kummel, New York, as an account executive on the Colgate-Palmolive Co. group. Norman, Craig also has appointed Barbara Curry, formerly a copy supervisor at Cunningham & Walsh, a copywriter.

Cole Fisher Adds On Mark

On Mark Couplings, Los Angeles, manufacturer of couplings for aircraft and missiles, has named Cole Fisher Rogow, Beverly Hills, as its agency.

"Major construction projects completed during 1958, under the supervision of our Plant Engineering Organization, cost $100,000,000".

"What can a Plant Engineering Department contribute to a company? It can keep it from going broke!"
JOHN P. MOSER Production Vice President, Lever Brothers Company

There's a big difference between buying influence and buying responsibility

responsible. Sure he tries to get good advice. For

SWINGLES. CUSTOM MADE ONLY $58 U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call

THE JINGLE MILL

143 W. 51st St., N.Y. 19, N.Y. • Plaza 7-5730

Four Roses Boosts Fergusson

Robert C. Fergusson, formerly assistant manager of the central division of Four Roses Distillers Co., New York, has been named assistant national sales promotion manager of Four Roses. He succeeds Mort Mazor, recently named manager.

Farber Joins Mayer & O'Brien

Alton D. Farber has been elected a vp of Mayer & O'Brien, Chicago, public relations company. Mr. Farber formerly was assistant director of p.r. of J. Walter Thompson Co., Chicago. He had been with JWT 14 years.

Mattson Joins Willis

Richard A. Mattson, former assistant advertising manager and publicity manager of Trane Co., La Crosse, Wis., has joined Herbert Willis Associates, Minneapolis, as head of the agency's marketing activities and account executive.

Van Brunt Gets 'News-Record'

Engineering News-Record, New York, has named Van Brunt & Co., New York, to handle its advertising. The McGraw-Hill publication was formerly serviced by Paul Smallen Advertising.

R.O.P. Color Linage Is Up 41% in January

NEW YORK, March 22—Newspaper r.o.p. color linage in January totaled 9,582,232 lines, up 41.2% over linage reported in January the previous year, according to a report by R. Hoe & Co.

Top national advertisers in newspaper color linage for the month were Union Oil Co. of California (165,287 lines), Falcon and Ford autos (137,432), Alcoa Wrap (118,609), Ideal dog food (99,708) and General Foods' Minute sliced potatoes (95,602).

Among classifications, miscellaneous foods scored highest in January color linage with 498,390 lines, followed by gasolines and oils (366,982), new passenger cars (344,308), meats and fish (301,061), and dairy products (242,420).

The Hoe report is based on a Media Records check of 400 newspapers in 130 cities. #

Gardner Names Porteous

Donald C. Porteous, vp and general manager of the New York office of Gardner Advertising Co., St. Louis, has been elected to the agency's board of directors.

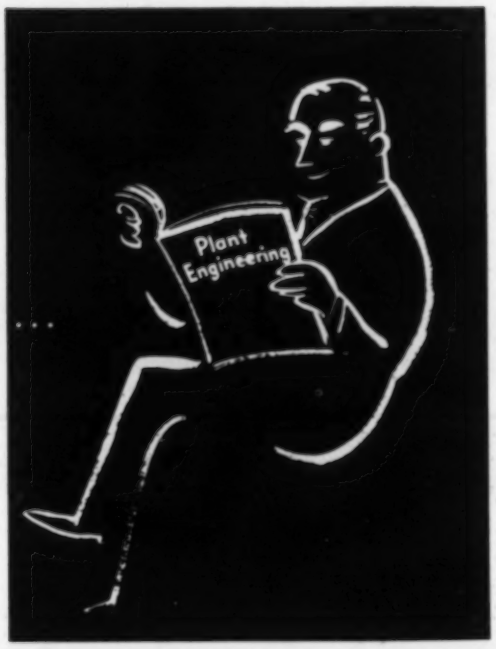
Lone Star Names Levy-Lane

Lone Star Airlines, Dallas, has named Ted Levy, Richard Lane & Co., Denver, as its agency.

Function:

"The Plant Engineer is at the source of our problems, conceives the solutions and directs the intricate steps of execution." Charles H Williams, Administrative Vice President - Engineering, United States Steel Corporation

The plant engineer is
example he rarely misses an issue of



Sundown—and Detroiters pick up their papers

Total metropolitan household coverage of both evening papers: 70.5%

Any other combination comes to no more than 58.1%

Only with both Detroit evening papers do you get 70.5% of the metropolitan-area families—and at the lowest combination rate! Even more impressive: 234,333 families in the metropolitan area read the Times exclusively (130,889 more than Detroit's morning paper). And 83% of the metropolitan-area families who read the Times get home delivery! Clearly enough, selling potential customers through the Times is a habit worth cultivating.

KEEP YOUR EYE ON THE TIMES

Detroit Times

Represented nationally by
HEARST ADVERTISING SERVICE INC.

A CARTFUL OF INFORMATION

advertisers and agencies will be looking forward to for media-marketing facts—an exclusive service supplied by

Advertising Age's

MARKET DATA ISSUE

coming April 18

The media promotion buy of the year

New Book Shows How to Create Exhibits and Displays

"Exhibition & Display," by James Gardner and Caroline Heller, has been published by F. W. Dodge Corp., New York. The authors study the problems of designing exhibits to explain, to create atmosphere and to sell. More than 350 photographs and line drawings are included.

Mr. Gardner is a designer noted for such projects as the British Pavilion at the 1958 Brussels Exhibition. Miss Heller was responsible for script writing for the British Pavilion and writes for films, for corporations and agencies. Price of the 192-page book is $13.75.

Hyster Names George Green

George W. Green, former account executive with Batten, Barton, Durstine & Osborn for U.S. Steel's Geneva division, has been appointed advertising and sales promotion manager of Hyster Co., Portland, Ore.

Management Society Plays 'Economic War' on Univac 'Battlefield'

NEW YORK, March 22—Army generals have conducted "war games" for years, utilizing all actual battle conditions except live ammunition. And now company executives can conduct "management games," compressing an eight-month sales effort into two days. It is made possible by use of Remington-Rand's Univac computer.

The central region of the Society for Advancement of Management staged a simulated sales battle earler this month, with some 200 educators and business executives taking part.

The games involved "teams" in five cities—Indianapolis, Cleveland, Cincinnati, Dayton and Columbus—using open-circuit telephone lines to connect them with Univac computer systems at Case Institute, in Cleveland, and the University of Chicago.

Each team represented a company selling a fictitious competing product. It was unnamed. Players were told the product had been on the market for several months, but had been poorly managed and had not gained general acceptance. They knew what had been charged for the item by the previous management, but were free to set their own prices. They were told that the ideal profit margin was $10 per item.

■ The Univac was set up so that the ideal situation would include such things as a factory cost of $30 per item, with a retail price of $65. Optimum ad allowance per item was $12 to start, with lesser amounts down to $8 or $9 as the "months" wore on and the item presumably became better known.

The games were set so that the decisions made by any one team influenced the positions of all other teams, and the results and decisions of one monthly sales period influenced future conditions.

A team, for example, that raised its ad expenditures in a market that was found to be softening was penalized. In the same way, if a team sold more in a certain market than it had stocked in that area for its monthly selling period, it was penalized for a stock-out.

Remington Rand cited as a major shortcoming of the games that the rules prevent novel approaches from paying off. This is done purposely, however, to give the student grounding in ordinary, decision-making problems.

■ Among companies participating in the games were North American Aviation, Columbia Gas Corp., Procter & Gamble, General Electric and Ohio Fuel Gas Co. #

D-F-S Names Three

Paul Newman, a vp at Dancer-Fitzgerald-Sample, New York, has been named director of print art, a new post. D-F-S also has promoted Ken Torgerson, associate media director, to senior associate media director, a new post, and has named Robert E. Shaw, formerly with Doherty, Clifford, Steers & Shenfield, a print art director.

NO IF'S... AND'S... or BUT'S – Verifax copies anything you write with!

Makes no difference if you write with ball point or fountain pen, pencil or crayon—a Verifax Copier takes all kinds of writing, typing, and printing in stride. Gives you 5 dry, easy-to-read copies in 1 minute for 2½¢ each . . . copies which are as accurate and long-lasting as the original.

See how Kodak's $99.50 Verifax Bantam Copier outperforms other makes of copiers costing up to 4 times as much. Phone local Verifax Dealer (see "Yellow Pages" under duplicating or photo-copying machines), or write Eastman Kodak Company, Business Photo Methods Division, Rochester 4, N. Y.

Prices quoted are manufacturer's suggested prices and subject to change without notice.

VERIFAX BANTAM COPIER shown above

$99.50 Other models to $425

Kodak

Verifax Copying DOES MORE . . . COSTS LESS . . . MISSES NOTHING

GRAPHIC ARTS BUYER $2.50

GLOSSARY OF GRAPHIC ARTS TERMINOLOGY

An aid to communication for everyone in the Graphic Arts. Compiled by Don Davis, Editor of GRAPHIC ARTS BUYER, about 128 pp., hard cover. $2.50. Pre-publication special $2.00. DURALITH PUBLISHING COMPANY, INC. 1025 RACE ST., PHILADELPHIA 7, PA.

"You bring in the traffic, and let me worry about sales. That's why I want the New York News on this promotion. It's got 2,200,000 exclusive readers—who can't be reached through other papers. And 65% of them are better than $5,000 a year families."

Elks Magazine Editorial Profile:

Business, travel, current events, hunting and fishing, "do-it-yourself"... these are some of the topics that, in addition to fraternal news, whet the reading appetites of 1.2 million Elks every month.

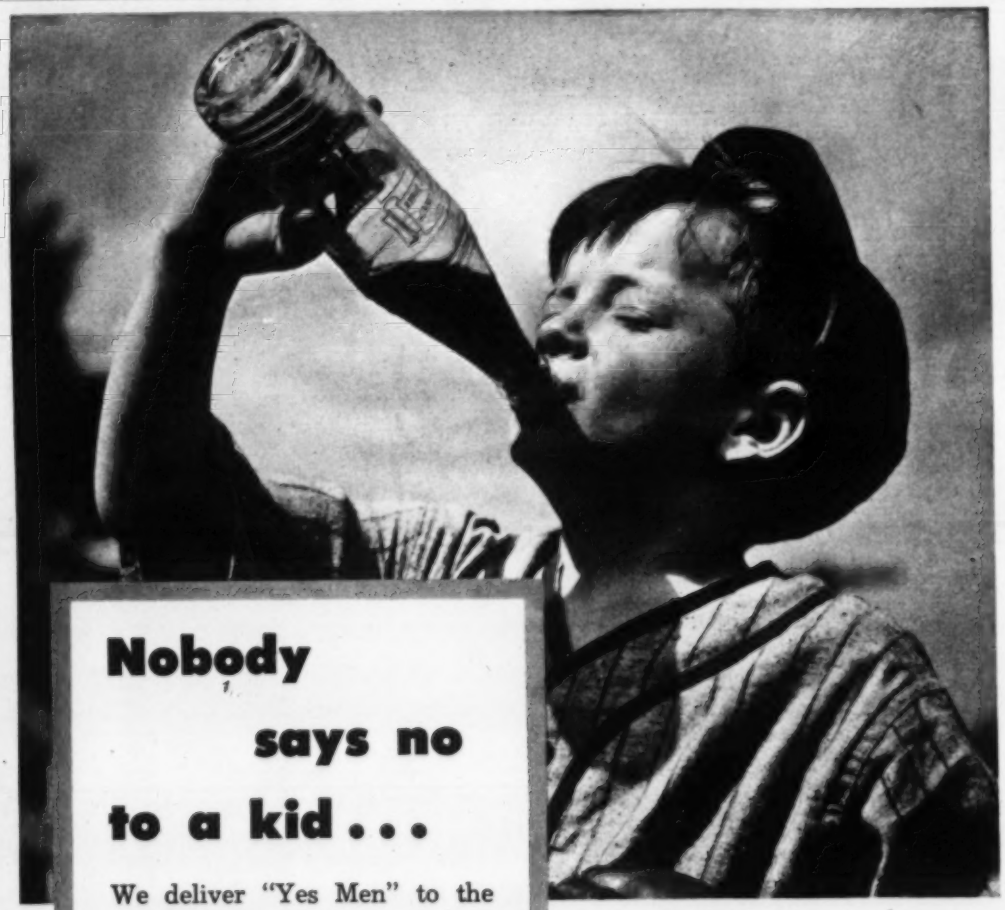
Add an interesting array of fiction, plus articles on sports or matters of national importance...that's a general outline of The ELKS Magazine.

This appealing editorial package, penned by noted writers, invites readership... provides the right setting for your advertising. It's the best way to sell the #1* men's market.

*1959 Starch Report...ask your local ELKS Representative to show you a copy.

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.



Nobody says no to a kid...

We deliver "Yes Men" to the leading advertisers of America!

Every dad wants to be a "Yes Man" where his children are concerned.

Call it emotion or devotion, whatever children ask for—from a pitcher's mitt to an encyclopedia—parents usually end up buying it!

The more big family units your advertising reaches—the more your advertising is bound to sell. Catholic families average 4.69 persons compared to only 3.61 for the U.S. in general. That's why it makes sense to aim your ad messages at the 1,722,518 Catholic families who read Our Sunday Visitor or The Register—week after week.

If you demand high-level results at low-level costs, look into these extraordinary Catholic weeklies. The facts may amaze you!

Reach America's Biggest Families...

THE FIRST OF THE BIG SPENDERS!

Get this **FREE** Book!

"The First of the Big Spenders" is packed with facts about the size, age levels, incomes and other significant data on the huge Catholic family market in America. Write for your copy today. No obligation, of course.

OUR SUNDAY VISITOR - REGISTER UNIT

21.8% COVERAGE OF THE ENTIRE U. S. CATHOLIC MARKET

Represented nationally by
C. D. BERTOLET & COMPANY, INC.
CHICAGO-30 N. Dearborn St. CEntral 6-0481 • NEW YORK-10 E. 39th St., Room 519/Lexington 2-8188

Getting Personal

Woody Klose, copy supervisor of Lennen & Newell, has a published playwright in the family: nine-year-old Victoria, youngest of the six Klose children. Victoria's play, "The Stollen Jewels," was printed "complete and uncensored" in the March 3 issue of the *Manchester Guardian Weekly*. The literary agent responsible is her godmother, **Mary Harris,** director of program services for McCann-Erickson's tv division, who submitted the play after noting that a *Guardian* columnist had been devoting bemused critical consideration to the literary activities of English children. Another wordsmith in the family: Victoria's oldest brother, **Taylor Klose,** a copywriter at BBDO . . .

Norman Strouse, JWT president, not only will give a lecture on "Modern Fine Printing" next month at the Grolier Club, he hand-set and hand-printed the 700 invitations to the affair on his Chandler & Price pilot press which he has set up in his home . . .

C. Eaton Shinnick R. Eaton

POLLSTERS CHOICE—*Top award in the Inland Waterway Guide's annual poll of yachtsmen naming the Best All Around Marina in the southern area was won by the Jupiter Inlet Beach Colony Yacht Club, Jupiter Island, Fla. Accepting the award at the Miami International Boat Show from Charles F. Eaton, editor and publisher of the Inland Waterway Guide, is William F. Shinnick, owner of the yacht club, and Richard Eaton, Guide ad manager. Mr. Shinnick, former vp with Young & Rubicam, New York, started the fashionable resort three years ago.*

Among those appointed to the New York State Women's Council by Governor Rockefeller are **Mrs. Jean Wade Rindlaub,** vp of BBDO; **Mrs. Janet Wolff** of JWT; **Mrs. Bernice Fitz-Gibbon; Elizabeth Arden,** and **Mrs. Elsie M. Murphy,** president of S. Stroock; **Mrs. Lila Acheson Wallace** of *Reader's Digest*, and **Mrs. Doris Corwith,** AWRT president and program coordinator of NBC . . .

The Philadelphia Award bronze medal and $10,000 were presented to **Harry A. Batten,** board chairman of N. W. Ayer & Son, for "service calculated to advance the best and largest interests of the community" . . . **S. K. Kooka,** commercial director of Air-India International, who created the airline's "beaming Maharaja," was awarded the Isa-Khatau gold medal and was named advertising man of the year in India . . .

Joe Brandi Sr., manager of Y&R's San Juan office, has a young tennis star in the family. His 14-year-old son, Joe Jr., seeded 11th in the U. S. Lawn Tennis competition for 15-year-olds and younger, put in a good showing at the International Tennis Tournament March 8 in San Juan . . .

Charles F. Meyer, sales representative for *Purchasing Week*, has been voted the Space Salesman of the Year award by the New Jersey chapter of the Assn. of Industrial Advertisers . . . **Walter Seiler,** president of Cramer-Krasselt Co., has been named outstanding personality of the year in Milwaukee . . . **Frank A. Balch Jr.,** general manager of WJOY, Burlington, Vt., has been awarded a distinguished service award by the Vermont Junior Chamber of Commerce . . .

Sidelined: **Marshall (Bud) Haywood Jr.,** Haywood Publishing Co., Chicago, attending the NBP convention in Boca Raton, Fla., was sidetracked at Bethesda hospital, Del Ray, for an operation. He expects to return to work the latter part of March . . . **Irene Small,** vp and account exec, EWRR, Chicago, convalescing after major surgery, will return to the agency in a month . . . Recuperating from surgery at his home in Philadelphia is **Henry Bradley,** head of Hearst Advertising Service . . .

Jean and **Rodney Erickson** (he's head of Rodney Erickson Enterprises, New York) are sure that the newest member of their family, Jon Parker, who made his appearance March 13 during an eclipse of the moon, "will be an actor or something of the sort" . . . Mrs. Milton Kaplan, better known along Madison Ave. as **Doris Willens,** ad columnist of the *New York Journal-American*, gave birth to her third son, 8 lb. 4 oz. Dan, March 15. She expects to be back early in April . . . **Bob Baumann,** account exec, EWRR, is a father again—his fourth girl . . .

Frederick E. Keast, vp of John O'Rourke Advertising, San Francisco, has departed for the Far East on the first leg of an around-the-world cruise during which he will study cargo-carrying practices in the Orient and Europe . . . **James Vincent O'Gara,** senior editor of ADVERTISING AGE, in New York, is teaching a course in magazine writing at Fordham University . . .

If you
want to sell
FLOUR
or anything else

A city larger
than Minneapolis is
hidden from your
newspaper advertising in
Los Angeles—it's
THE MILLION YOU'RE
MISSING if you're not in
THE MIRROR NEWS

LOS ANGELES EVENING
MIRROR NEWS

1st IN THE WEST IN AFTERNOON HOME-DELIVERED CIRCULATION

Represented by O'Mara & Ormsbee
New York, Chicago, Detroit, San Francisco

Over 300,000 families—more than 1,000,000 men, women and children—read The Mirror News. 4 out of 5 take no other Los Angeles weekday metropolitan newspaper. (84.4% read no morning newspaper; 95.3% read no other afternoon newspaper).

The Station of Quality in the Quad-Cities

ROCK ISLAND • MOLINE • EAST MOLINE, ILL.
DAVENPORT, IA.

WHBF

CBS RADIO & TELEVISION FOR WESTERN ILLINOIS - EASTERN IOWA

Advertisers Lead Agencies, Media Astray, Confusing Media Comparison Issues: Ewen

NEW ORLEANS, March 22—Advertisers got peppered here last week for their part in snarling up media comparisons.

William H. Ewen, director of advertising for the Borden Foods Co., New York, told the New Orleans Advertising Club and the Audit Bureau of Circulations that everyone involved in the ad business must share the blame for the confusion of measurements and standards.

"We, the collective advertiser, are to blame most," he said. "It is the influence of the advertiser, his demands, and his approach to these problems which really establish the ground rules and set the paths which agencies and media are obliged to follow."

Most advertisers, he added, talk in terms of reaffirming their support of basic media research, and many of them say they want more adequate measures for comparing unlike media. Mr. Ewen said the pressures of company managements on ad people to find more effective formulas, more reliable media data, and more resultful advertising "should encourage us to find better trails through the media comparison jungle."

■ "But when it actually comes to buying, advertisers too often forget many of the very practices and principles which we profess to believe," he said. "Fads, whims and sometimes the influence of company management often preempt the advice of the experienced media buyer and the guides we have learned to trust."

According to the Borden ad exec, advertisers today are accepting more media claims at face value than they should. He said they are "taking flyers in some media on the basis of face-value claims, golf course conversations and elaborate presentations, but not on the evidence of proved performance and, seemingly, without regard for tested measures."

Mr. Ewen said the result is that the practices and types of media relations that advertisers fought to remedy are being recognized and encouraged.

"Consciously or unconsciously, advertisers are leading media down trails towards less adequate measurements and increasing confusion," he asserted. "If we are to make this jungle of media comparisons a safer place to travel and if we are to walk on straight and firm trails, then we must protect those principles and practices which have enabled us to build effectively.

"There can be no substitute for the type of information that the Audit Bureau of Circulations has made available for print media. These basic media data are guides which make it possible for media buyers to continue to explore without becoming hopelessly lost."

AAW Opens 1959 All-Western Advertising Competition

The Advertising Assn. of the West has opened its 1959 all-western advertising competition. The contest is open to all advertisers, agencies and other producers in 13 western states (including Hawaii and Alaska) and British Columbia. 163 awards will be made with more than $4,500 in cash prizes to persons who created the winning ads. Ads which ran between May 1, 1958, and May 1, 1959, are eligible. Entry blanks may be obtained from local adclubs or the AAW for all or any of nine award groups.

Winners will be announced at the 56th annual convention of the AAW at Tahoe City, Cal., June 28-July 2.

Les Adams Opens Agency

Les Adams, formerly vp of Willard E. Botts Advertising, Orlando, Fla., has opened Les Adams Advertising at 328 Park Ave. North, Winter Park, Fla.

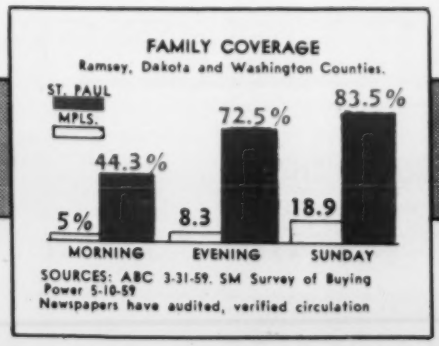
THE 13th MARKET IS "TWINS"

But YOU HAVE TO USE DIFFERENT MEDICINE

The St. Paul Dispatch-Pioneer Press offers exclusive blanket coverage . . . no other newspaper reaches the St. Paul "Half"

ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

Representatives RIDDER-JOHNS, INC.
New York—Chicago—Detroit—Los Angeles—San Francisco—St. Paul—Minneapolis



WE LOOK FOR THE BIG IDEA . . . CALL US IN

ROARK & COLBY ADVERTISING, Inc.
64 E. JACKSON
CHICAGO • HA 7-2940

Science, space, the moon, the sun, the stars...

these are things that interest boys today, along with batting averages,

cars, scuba diving, girls, outdoor cooking, jazz, fishing, model building,

etcetera. The conflux occurs in the pages of BOYS' LIFE.

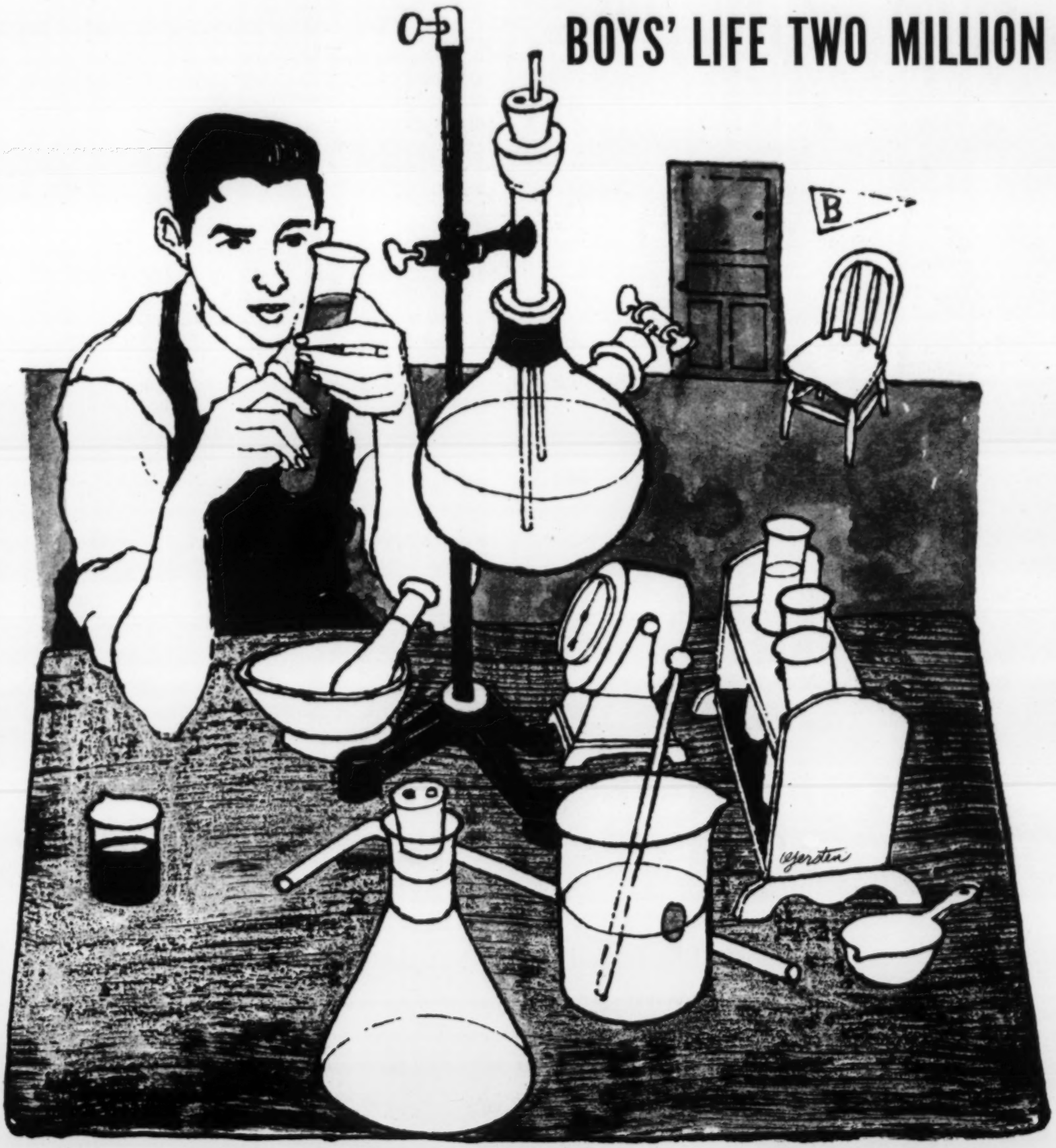
That's why an overwhelming number of boys find it the magazine

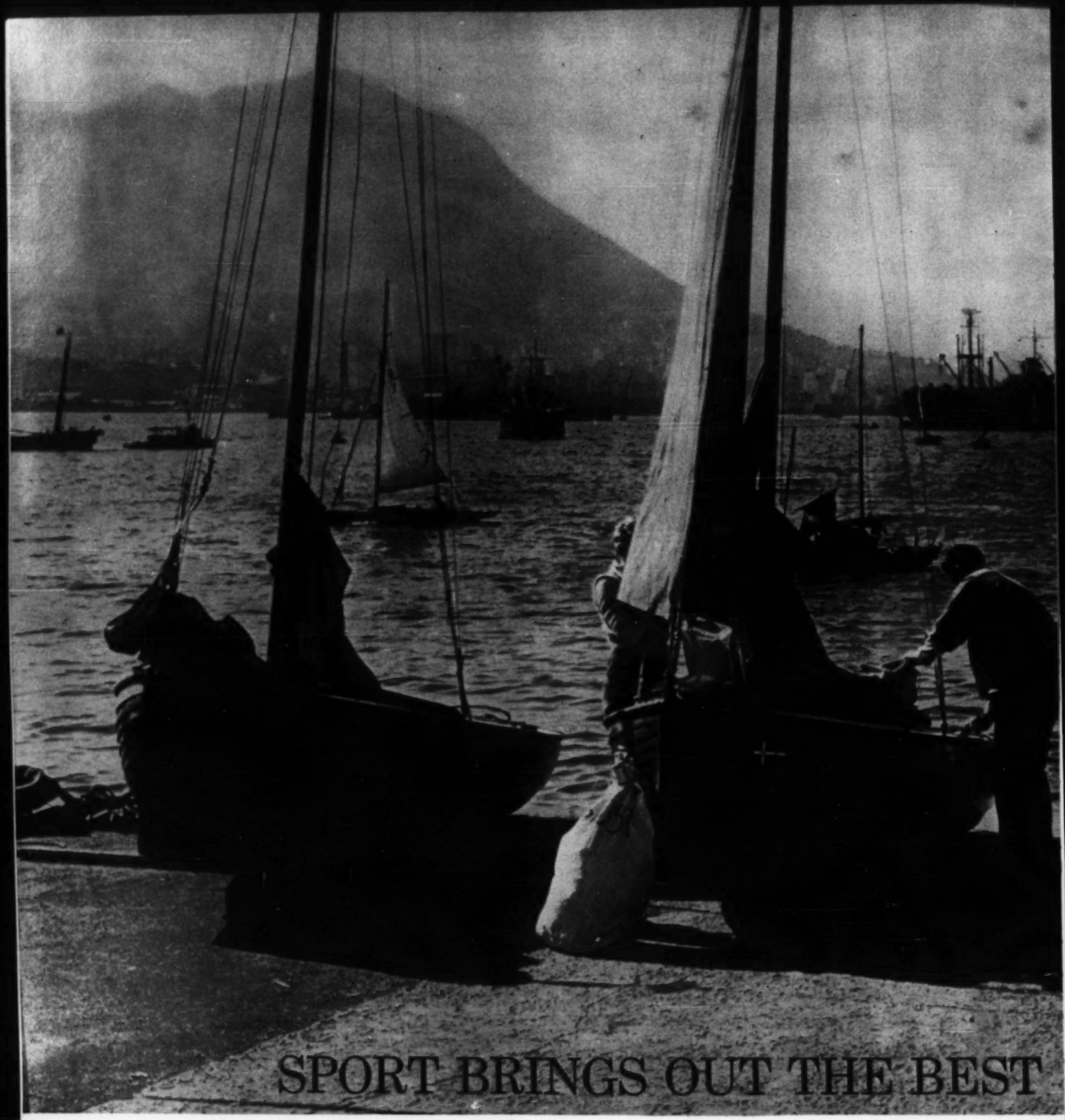
most suited to their interests. Details are in the new

Gilbert *Comparison Study of the Male Youth Audiences of Seven Magazines,*

page 19. Available on request.

BOYS' LIFE TWO MILLION net paid

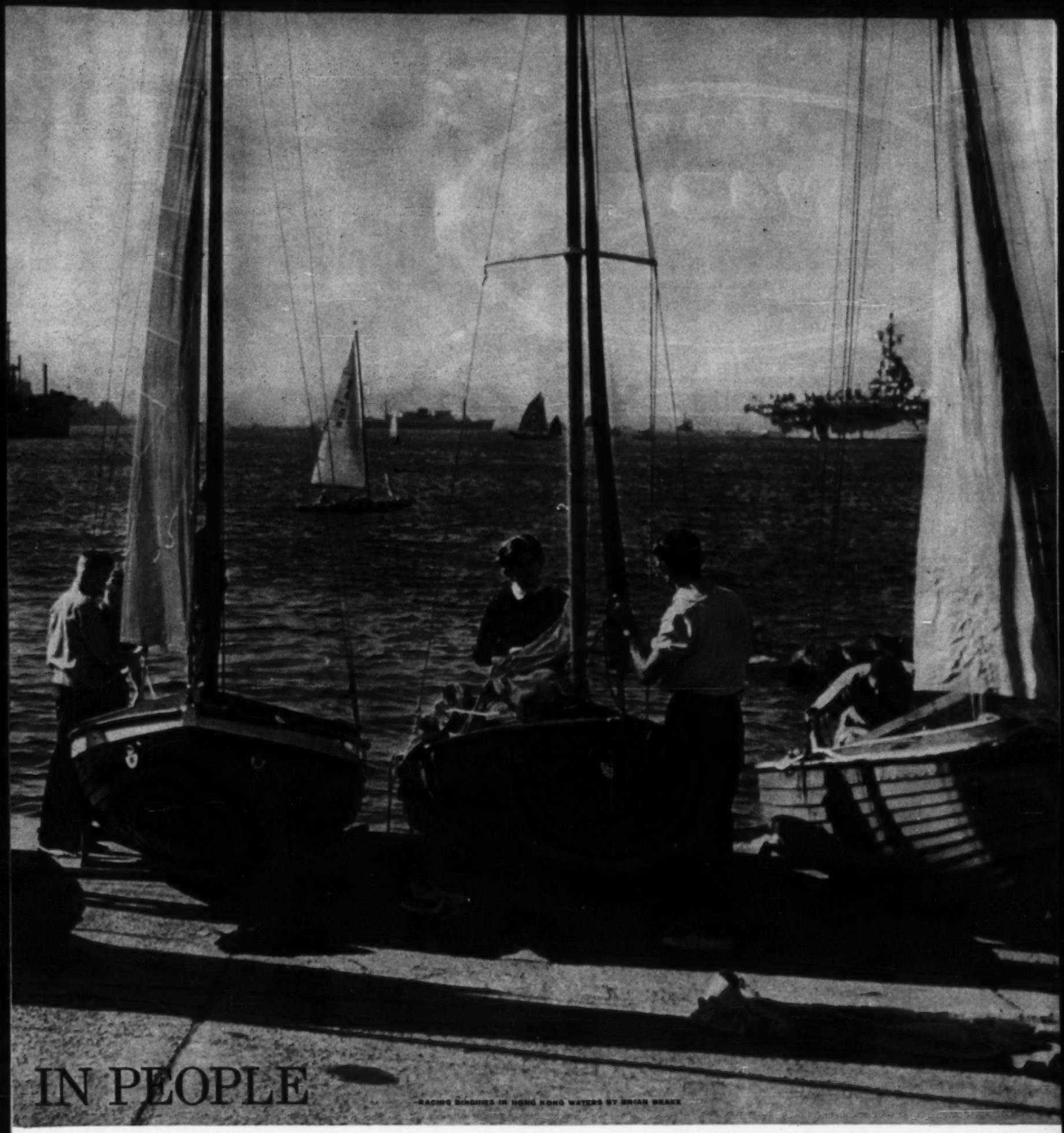




SPORT BRINGS OUT THE BEST

and Sports Illustrated brings out the best of people

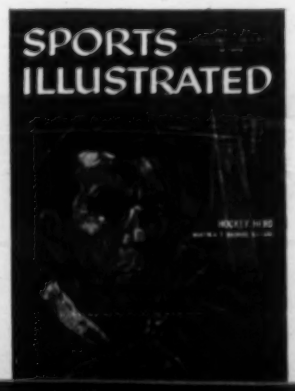
—900,000 active families of them every week. They wouldn't be reading a sports magazine if they weren't active people—and such people simply have more needs and more opportunities to get around; to entertain their friends; to drive their cars; to keep fit and healthy; to dress up in



IN PEOPLE

RACING DINGHIES IN HONG KONG WATERS BY BRIAN BRAKE

their best; to travel everywhere from the Highlands to Honolulu to Hong Kong (above). Active people make active markets. It stands to reason that you sell more to people who do things. That's why advertising looks right, feels right and is right in SPORTS ILLUSTRATED.



THE
FIRST
MARKET
TO
BUY

in DETROIT
you know where you're going
with WJBK radio
Sell 'em coming and going • Dominate Detroit, the "market on wheels"
Capture the home audience, too • Go BIG on the "Station on the go"
Go Saturation on special low cost multi-spot plan
Call KATZ for details • WJBK-RADIO IS Detroit
a STORER station

Cantaloupe Board Boosts 1960 Ad Budget; Sets Campaign

Starting in mid-April, the California Cantaloupe Advisory Board, Fresno, will launch a national campaign marking a 1960 boost in its ad budget from $90,000 to a record $225,000. The San Francisco office of Dancer-Fitzgerald-Sample will handle the 1960 campaign.

Paul Smith, ad manager, said $165,000 of the budget will be used for media with $60,000 to be kept in reserve. D-F-S will develop in-store point of purchase material as well as trade publication advertising for the campaign.

Employes Get Birthday Off

Osborne-Kemper-Thomas, Cincinnati, gift and calendar house, is giving each employe a paid holiday on his birthday. President John Oakson told employes that progress and improved efficiency made possible the reward.

EXPLORERS—*Formica Corp. will tie in with builders in a new campaign designed to show its products in a complete setting, and urging consumers to visit model homes. This initial ad will run in American Home, The Saturday Evening Post, Suburbia Today and Sunset Magazine.*

Formica Ads Show Custom-Designed Rooms, Offer Plans

CINCINNATI, March 22—Formica Corp. is launching a new advertising campaign featuring custom-designed rooms, with designs and construction plans available to home builders and consumers.

The campaign is designed to link Formica sales efforts more directly to the sale of homes by the home-building industry.

The initial color ad carries the headline, "Explore model homes for an adventure in better living!" It will run this spring in *American Home, The Saturday Evening Post, Suburbia Today* and *Sunset.*

Similar ads later this year are scheduled for *Better Homes & Gardens Building Ideas, BH&G Home Improvement Ideas, BH&G Kitchen Ideas, Home Modernizing Guide, House Beautiful Building Manual, House & Garden Book of Building, Living's Guide to Home Planning* and *New Homes Guide.*

■ Trade ads will describe the program to builders. The design and construction plans cost 50¢ for consumers, and are offered free to builders.

Ving Smith, New York designer, designed the initial set of bathrooms and kitchens pictured in the ads.

Perry-Brown, Cincinnati, is the Formica agency. #

Rose Marie Reid to Feature James Darren in Spring Push

Rose Marie Reid, Los Angeles, will feature actor James Darren in advertising and two separate promotions for its junior swimsuits during April and May.

Page ads in *Ingenue* and *Seventeen* will feature Mr. Darren with models wearing junior styles and offer a free booklet giving 10 hints on posture, grooming, wardrobe and gaining composure before the camera. A second local promotion will feature Saturday fashion shows in 25 stores throughout the country. Teen-agers attending will receive an autographed photo of Mr. Darren.

Manson Opens Personnel Shop

Douglas C. Manson, formerly senior copywriter with Joseph Katz Co., New York, has opened the Doug Manson Agency, a job placement service for the advertising and communication fields, with offices at 1 W. 47th St., New York. Before joining Katz he was a vp and divisional copy chief of Benton & Bowles, where he spent 15 years.

He thought of the WHOLE Syracuse Market . . . and he bought it!

A market as big as the Syracuse Market is usually hard to cover. When you want to sell one-third the area of a state like New York, covering 15 counties, it usually means numbers of media and costly overlaps.

Different here! The Syracuse Market—*all of it*—can be bought easily and effectively.

True, there's only one efficient way to get it all—*the Syracuse Newspapers.* This powerhouse of influence delivers 100% of Syracuse City and rich Onondaga County. Add to that 90% coverage of the three-county Syracuse Metropolitan Area* and up to 76% coverage of the 12 surrounding counties and you get the whole Syracuse Market.

No other combination of media delivers comparable coverage at comparable cost.

Do your sales job the best way . . . permit Moloney, Regan & Schmitt to detail how your selling job can be simplified and made fully effective. Your advertising, too, can buy the WHOLE Syracuse Market.

AMERICA'S Best TEST MARKET

* ONONDAGA, OSWEGO AND MADISON COUNTIES — U.S. DEPT. BUDGET STANDARD DEFINITION

the SYRACUSE NEWSPAPERS

HERALD-JOURNAL Evening • HERALD-AMERICAN Sunday • THE POST-STANDARD Morning & Sunday

Full Color Available Daily & Sunday • Represented Nationally by MOLONEY, REGAN & SCHMITT

ABC CIRCULATION: Combined Daily 229,181 Sunday Herald-American 202,737 Sunday Post-Standard 103,496

STRETCH OUT FOR PROSPECTS WITH TELEGRAMS-FOR-PROMOTION SERVICE!

Want to reach everybody, everywhere, all at once? Western Union's Telegrams-For-Promotion Service is the **one** quick, sure, efficient way of doing just that. Your message is delivered to all your prospects **simultaneously** . . . with the importance only a telegram can provide. Read and remembered with real impact! How to do it? Just give us one copy of the message and your list. We do the rest.

Wire us collect for information and action. Address: Western Union, Special Service Division, Department 1-A, New York, New York.

WESTERN UNION

SPECIAL SERVICES

Tanfastic Ties in with Bobby Darin Recording

Rolley Co., Millbrae, Cal., will use singer Bobby Darin to help sell its Tanfastic suntan lotion this summer. An ad campaign will merchandise a 50¢ self-liquidating record offer of Mr. Darin singing "Moment of Love" and "She's Tanfastic." The latter song was written by Mr. Darin and Ray Menzel, copywriter at Foote, Cone & Belding, San Francisco, agency for the product.

The offer will be promoted with color ads in *Modern Screen, Motion Picture, Playboy, Seventeen* and *'Teen*, along with ads in Metro Comics Network and *Puck-The Comic Weekly*.

'Business Week' Opens Office in Minneapolis

Business Week will open a new upper midwestern advertising sales office in Minneapolis on April 11. Richard C. Thompson, who formerly represented McGraw-Hill publications in California and New York, has been named district manager of the office. *Business Week* had formerly been represented in this area from its Chicago office by James E. McShane, district manager.

Hanft Named NBC VP

Burton H. Hanft, previously vp and treasurer of Screen Gems, tv film distributor, has been named vp in charge of talent and program contract administration at NBC, New York. He fills the post vacated by James A. Stabile last November when he was named vp in charge of standards and practices.

MARK—*Interstate System, Grand Rapids, Mich., motor common carrier, introduces its new trademark designed by Raymond Loewy Associates starting April 1 in Business Week, Fortune, Dun's Review & Modern Industry, Wall Street Journal and in transportation publications. Aves, Shaw & Ring, Grand Rapids, is the agency.*

BPA Names Seven Regional Chairmen in Membership Drive

PHILADELPHIA, March 22—Seven regional chairmen for the 1960 membership drive of the Broadcasters' Promotion Assn. have been appointed by Kenneth E. Chernin, BPA membership chairman.

Named by regions were: Robert Cheyne, WHDH, Boston (eastern); Kenneth McClure, KENS, San Antonio (western); Austin Heywood, KNXT, Los Angeles (western); Charles Olson, WITI-TV, Milwaukee (central); L. Walton Smith, Transcontinent Television Corp., Rochester (northeastern); Mike Schaffer, Tidewater Teleradio, Portsmouth, Va. (southern), and Harvey Clarke, CFPL, London, Ont. (Canada).

Mr. Chernin, who is promotion director of the Triangle stations, said that the regional chairmen will be given the job of helping to "bring BPA's advantages to the attention of broadcast promotion managers throughout the U.S. and Canada and to encourage their participation in the organization's activities." Membership in the four-year-old association already has passed the 400 mark. #

Desert Dri Goes National

Shulton Inc., New York, which has been market testing Desert Dri deodorant in the Southeast and Southwest, will advertise it nationally this spring. A cream deodorant in a roll-on type of applicator, the product will be promoted with the slogan, "Real cream deodorant your fingers never touch." The illustration will show a Cleopatra-esque model photographed against a vast desert background, with the product name traced in the sand.

Media schedule includes b&w pages from May through September in *Glamour, Good Housekeeping, Ladies' Home Journal, McCall's, Modern Romances, Modern Screen, Redbook* and *Screen Stories*. A spot tv campaign will break July 1. Benton & Bowles, New York, is the agency.

Colgate's Dermassage to Bow

Colgate-Palmolive Co. will launch advertising May 1 for the promotion of Dermassage body rub, a product of the S. M. Edison Chemical Co., Colgate's latest acquisition in the proprietary drug field. Sunday supplements and daily newspapers in 173 markets will be used for the promotion. Stern, Walters & Simmons, Chicago, which has handled Dermassage since its introduction four years ago, will continue to handle the Edison Chemical account.

Mega-pulse generator tests 10-mc dynamic logic units at Denver Research Institute, University of Denver.
THE ELECTRONICS MAN...

HE BUYS DIFFERENTLY

If you sell to the electronics industry, you will be more successful if you understand *exactly* how electronic products and services are bought.

You can see at any purchasing meeting how the electronics industry differs from most—It's in the conversation! The President may discuss the fine points of circuit design with the research engineer. The production engineer may suggest a choice of components to the design man. The difference is that men from areas of management, design, production and use can and do influence purchase of electronic suppliers.

Look at the badge that identifies the electronics man. It reads Research-Design-Production-Management. The interests of the electronics man are in any or all of the four areas.

No matter where you find the electronics man his engineering background enables him to influence the purchase of electronic components and equipment. Your advertising must reach him to sell electronic goods.

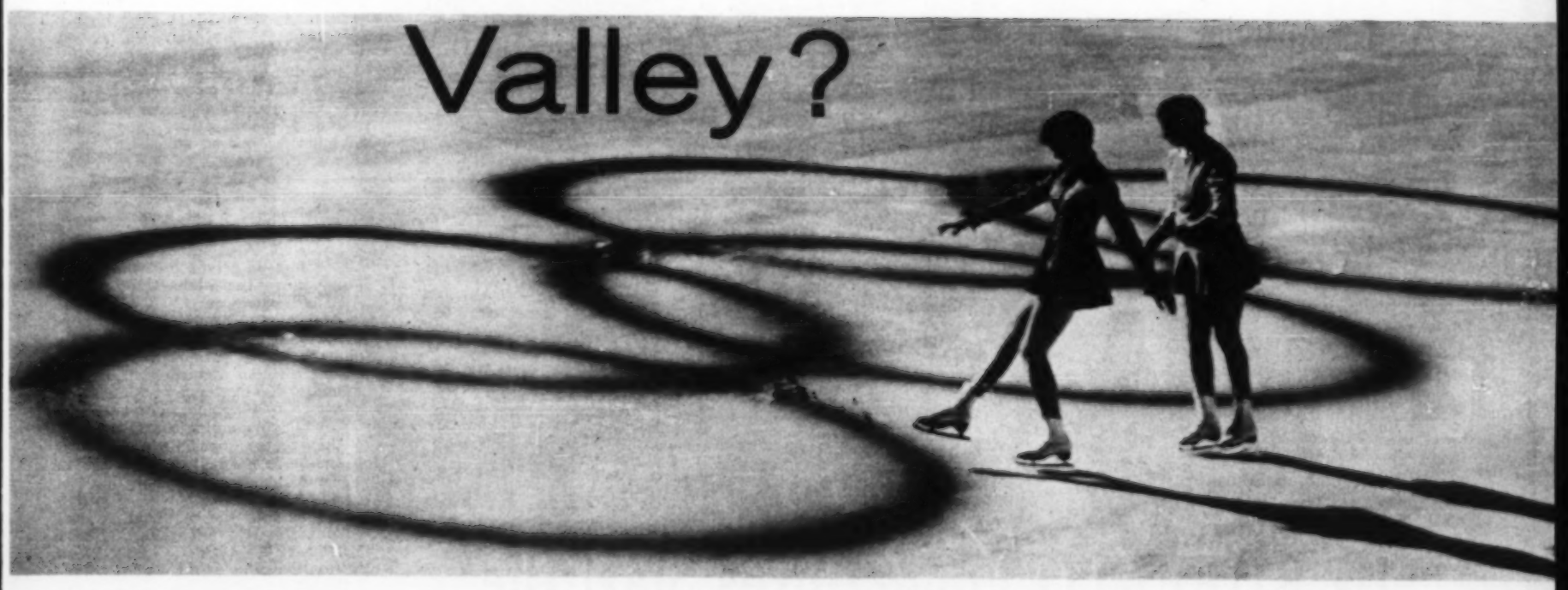
Only **electronics** is specially edited each week to reach, interest and influence the electronics man . . . whatever his title. If you have something to sell the electronics industry—it pays to advertise in **electronics.**

THE ELECTRONICS MAN
"BUYS" WHAT HE READS IN...

electronics ABC ABP

A McGraw-Hill Publication, 330 W. 42 St., New York 36, N.Y.

Who made the ice in Squaw Valley?



Who else but the Chemical Process Industries . . . the alert management of one CPI company who picked the Olympic ice arena to make competitive points for their debut in the fluorinated refrigerant market. Arrayed against them—some of the biggest chemical names in the nation. At stake—a 92 billion lb. sales target.

Normally refrigerant marketing doesn't even start warming up before early spring. But competition—like every other development reported in the fast-moving pages of CHEMICAL WEEK—is bright-sharp. Not only in marketing, but across all CPI-Management's interests . . . whether research, production or purchasing . . . whether it's selecting the most strategic spot for a new plant or evaluating the profitability of a new product.

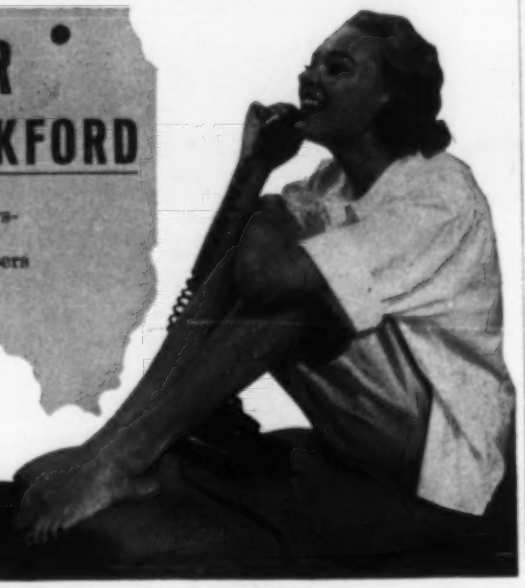
If you want to feel it in action, pick up CHEMICAL WEEK . . . it's alive on every page! Only a fast-breaking news-weekly could match the market's urgent tempo with the unique business journalism that earns such intensive readership and immense respect throughout the entire industry. Here is the CPI's "print spokesman" . . . the best voice to speak up *and sell CPI-Management for you!*

Chemical Week

A McGraw Hill Publication

Let's talk about COLOR in Remarkable ROCKFORD

Color advertising linage in the Rockford newspapers is worth talking about! According to Media Records, advertisers in these newspapers used 987,838 lines of ROP color in 1959 to rank the Rockford newspapers 44th among all newspapers in the country. But whether you use color, or black and white, your advertising dollar buys results you can see in Remarkable Rockford. That's why Rockford's retail sales lead in Illinois, outside Chicago.



ROCKFORD MORNING STAR
Rockford Register-Republic

Karagheusian Sets Image Building Push for Gulistan Brand

NEW YORK, March 22—Carpet marketers have done "relatively little to establish individual brands by distinctive advertising," according to market surveys conducted for A.&M. Karagheusian Inc., manufacturer of Gulistan carpets.

Carpets, therefore, are rarely sold by the brand name of the manufacturer, the surveys showed. The brand name may be accepted or rejected by the customer, but the sale is made "largely through the knowledge, preference and influence of the retailer."

As a result of these surveys, the Gulistan campaign has two objectives: to stress the brand name and to associate it with such attributes as quality, wide selection and reasonable prices. Gulistan carpet in general is promoted, rather than one particular style.

BRAND BUILDING—*This color page in the February and April issues of Good Housekeeping is one in a series designed to build up brand recognition of Gulistan carpets, manufactured by A. & M. Karagheusian.*

In each ad a model is shown reclining among deep folds of carpet. The carpeting is draped in a manner usually used for lighter fabrics, such as draperies. The recumbent model is said to add "a note of comfort and well-being," and the photograph and copy are designed to create an "impression of complete confidence in the company and its product."

■ The headline is: "When you fall in love with a carpet, it's probably Gulistan." The copy starts out, "So fabulous and so affordable," and then points out the wide price, style and color range offered.

The traditional carpet ad showing a room setting was voted down, as was an ad playing up a specific carpet style—in such ads, for each person who might be interested in the carpet pictured, there would be at least twice as many who would not, the company believed. Also, such ads pose a problem with retailers who might not carry the quality pictured or whose prices might be different from that quoted in the ad, the company decided.

The 1960 campaign continues and develops a theme which originally ran in Sunday supplements early in 1959. A market survey conducted simultaneously showed the theme merited a national campaign, and it was placed in eight magazines during the last half of 1959.

This year the campaign is running in two magazines, *Better Homes & Gardens* and *Good Housekeeping*. In *Good Housekeeping*, the ads are color pages; in *BH&G*, the ads are horizontal half-pages extending across the upper left and lower right halves of a spread.

Foote, Cone & Belding is the agency. #

IN BUFFALO Food Stores Start the Day Right... in the Morning

Buffalo's three largest corporate food chains and three largest voluntary groups all run the *first* announcements of their weekly offerings in the *Morning* Courier-Express. They catch the housewife when she's planning menus and making up her shopping list.

In 1959, the Courier-Express carried a weekly average of 11 pages of retail grocery advertising. This in-the-morning selling power of the Courier-Express is further proved by leadership in such major classifications as men's clothing stores, women's clothing stores, men's-women's clothing stores, automobile dealers and many others.

Whether you sell men — or women — or both, you cannot reap your full share of the Buffalo market without the Courier-Express.

FOR MORE ADVERTISING FOR YOUR DOLLAR concentrated on those with more money to spend use the *Morning* Courier-Express to reach Western New York's top 160,000 households.

FOR SATURATION use the *Sunday* Courier-Express, the state's largest newspaper outside of Manhattan, to blanket the 489,903 families in Buffalo and the eight surrounding counties.

For Total Selling in this Great Market

Buffalo Courier-Express

Western New York's Greatest Newspaper

ROP COLOR 7 DAYS

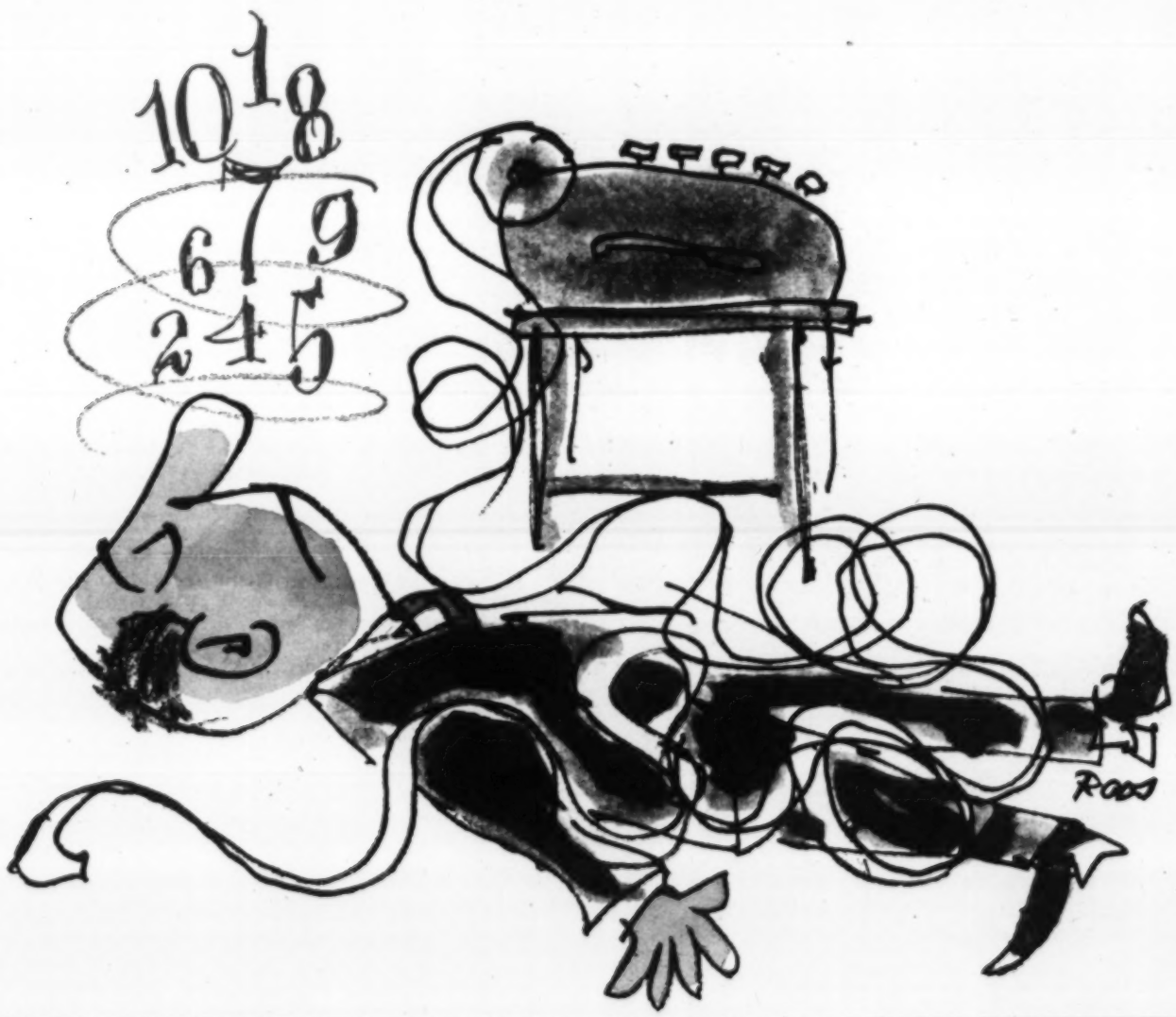
Representatives: Scolaro, Meeker & Scott
Pacific Coast: Doyle & Hawley

Jersey Court Rejects Lilly Fair Trade Injunction Plea

The New Jersey supreme court has upheld a lower court ruling which denies Eli Lilly & Co., Indianapolis pharmaceutical manufacturer, enforcement of fair trade agreements in New Jersey, since it does not file in that state as a corporation. The company sought to stop Sav-On-Drugs Inc., Plainfield, N.J., from selling Lilly products below state fair trade prices.

BROCHURES • CATALOGS • DIRECT MAIL
ADVERTISING PRODUCTION
Deal direct with one source — at one location
• Creative and finished art work • Photography
• Complete litho camera and plate service
• Our supervision, coordination and facilities make better advertising easier.
Metachrome, Inc. 9 E. Ohio St., Chgo 11 Ill., Michigan 2-6482

#8 perils
of an advertising
decision maker



HE LET HIS JUDGMENT BECOME VICTIM OF THE NUMBERS CRAZE

And now it's really got him down! Doing fine in media until he fell for circulation figures (instead of proof of performance) . . . and bought a huge uninterested audience he didn't want. He'll wake up now to the fact that Special Interest Magazines deliver an advertiser one audience—the one they're after—of pre-conditioned readers in the mood to buy.

HEARST magazines

13 keys to the special interests of 13 groups of people • • • American Druggist Bride & Home • Cosmopolitan • Good Housekeeping • Harper's Bazaar • House Beautiful • Motor Boating Motor • New Medical Materia • Popular Mechanics • Science Digest • Sports Afield • Town & Country

Pick your yardstick:
RETAIL ADVERTISING? RESULTS ARE THE REASON WHY THE NEW YORK WORLD-TELEGRAM IS FIRST AMONG ITS CITY'S EVENING NEWSPAPERS BY 425,000 LINES IN 1959...WITH THE GREATEST GAIN, TOO! RETAILERS NAME IT THE ADVERTISERS' CHOICE IN THE EVENING FIELD.

Merritt Speidel, 80, Founder of Chain of Dailies, Is Dead

PALO ALTO, CAL., March 22—Merritt C. Speidel, 80, founder of the Speidel newspaper chain, died in a nursing home here March 20 after a long illness.

Mr. Speidel had published the *Poughkeepsie New Yorker;* the *Gazette,* Chillicothe, O.; *Fort Collins Coloradoan; Reno Gazette* and *Nevada State Journal; Salinas Californian,* and the *Visalia Times-Delta.*

A native of Port Jervis, N. Y., he entered newspaper publishing while still in school, and in 1910 purchased the *Call,* Piqua, O.

He retired as president of Speidel Newspapers Inc. in 1956 after 63 years of publishing.

Besides his widow, Mrs. Edna Speidel, he is survived by two sons, Robert, publisher of the *Visalia Times-Delta,* and Merritt Jr., a reporter for the *Salinas Californian.*

MARTIN RIEKSE

NEW YORK, March 22—Martin Riekse, 64, founder and head of Ad Counselors Inc., Detroit, died March 19 in his room in the Barbizon-Plaza Hotel here. He had come to New York a few days earlier for treatments at the Rockefeller Clinic. He had been in poor health for the last year and one-half.

Mr. Riekse was born in Grand Rapids and came to Detroit at 18. He entered the advertising business shortly afterward. Ad Counselors, founded in 1926, was the first enterprise he established. For a time it was a general agency but in recent years had handled only business for Rexall Drug Co.

Mr. Riekse also owned Ad Plate Engraving Co., Detroit, and Syracuse Color Press, Syracuse, N. Y.

BENJAMIN F. FORGEY

ASHLAND, KY., March 22—Col. Benjamin Franklin Forgey, 93, publisher of the *Ashland Independent,* who had been associated with that newspaper since 1903, died March 20.

He was editor of the *Independent* from 1910 to 1952. Since then he had been publisher and board chairman of Ashland Publishing Co.

Col. Forgey was past president of the Kentucky Press Assn., which, in 1945, voted him a life membership, with the title of dean of Kentucky editors.

A native of Ohio, he came to Ashland in 1899, buying a half interest in the old *Ashland Daily Commercial.*

LOUIS R. HOFF

BRONXVILLE, N. Y., March 22—Louis R. Hoff, 83, retired vp of Johns-Manville Corp., New York, died of a heart attack Sunday at his home here.

After the Spanish-American war, Mr. Hoff joined H. W. Johns Mfg. Co., which became Johns-Manville in May, 1900, as a stenographer.

He was named general sales manager in 1913. In 1921, Mr. Hoff was made vp and general sales manager, and in 1926 president of Johns-Manville Sales Corp., continuing to serve as vp of the parent company.

As head of sales and advertising for the company, he installed a departmentalized commodity sales organization which is still in operation.

Following his retirement in 1945, he was active as a sales consultant on trade associations for Johns-Manville.

BARTON H. CAMERON

CHICAGO, March 22—Barton H. Cameron, 46, an account executive with Young & Rubicam, died last week in his home here of a heart attack. Before joining Y&R in 1951, he was a partner in Hooper-Cameron. He also had been with Roche, Williams & Cleary (now Roche, Rickerd & Cleary) and Frances Hooper Advertising Agency.

THOMAS FOLEY

TORONTO, March 22—Thomas Foley, 38, manager of CFRA, Ottawa radio station, was killed March 17 in an auto accident near here. He had flown from Ottawa and was in an airline's limousine bound for downtown when it collided with another car.

Mr. Foley also was the television interviewer at the home games of the Montreal Canadians, professional hockey team. #

"Doctor, can I interest you in our new tranquilizer?"

TO AVOID DISTRACTION...

Sell the Doctor when his mind is on medicine

MODERN MEDICINE brings your sales message to the doctor when his complete attention is devoted to the newest in medicine. It's the ONLY publication to give doctors an authoritative review of the most recent developments in diagnosis, treatment, and practice, from all over the world.

Sell the Doctor when his mind is on medicine . . . in

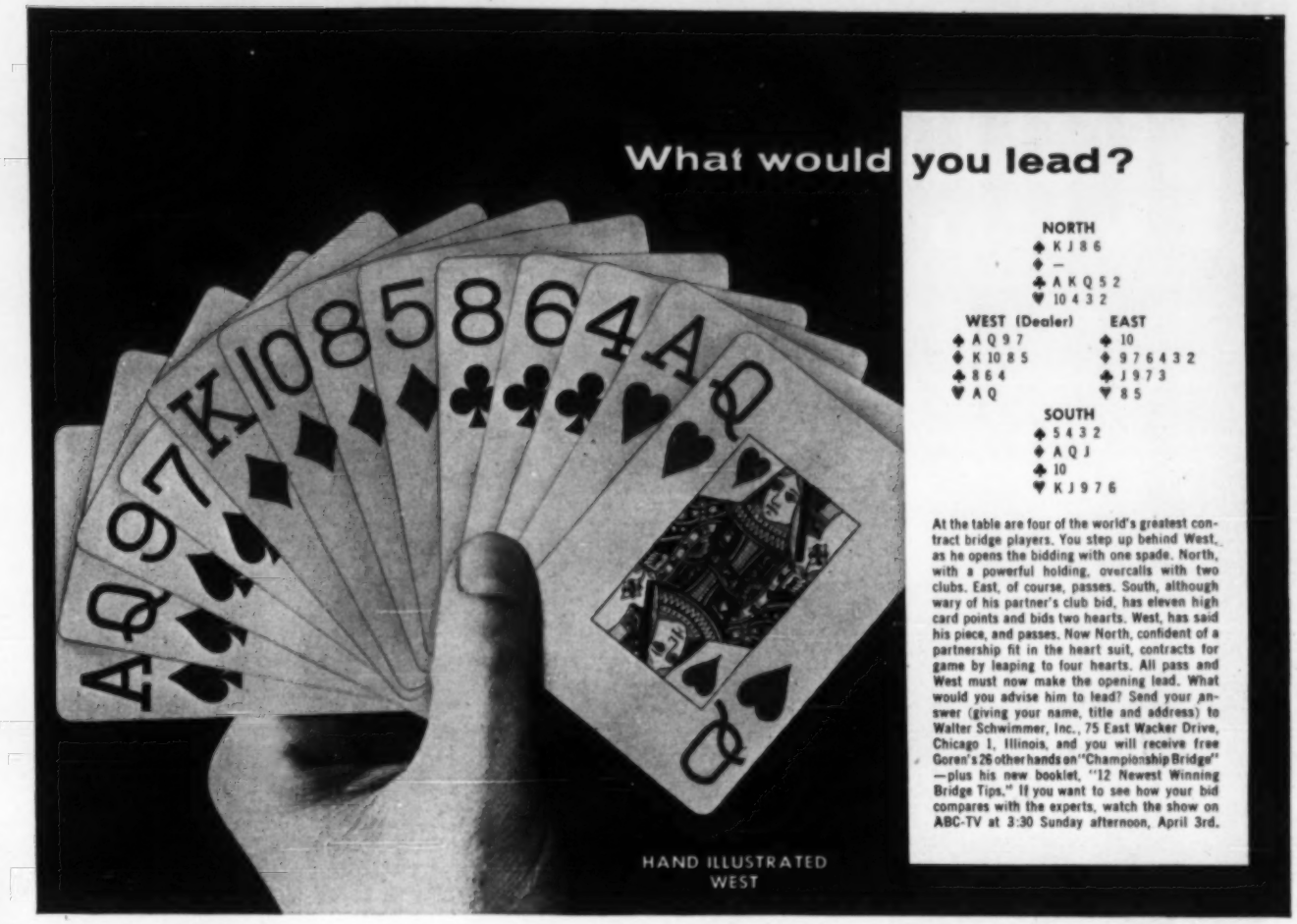
MODERN MEDICINE

84 SOUTH 10TH STREET, MINNEAPOLIS 3, MINN.

NBP Minneapolis • Chicago • New York • San Francisco • Los Angeles • In Canada: Modern Medicine of Canada, Médecine Moderne du Canada • In Great Britain: Modern Medicine of Great Britain • In Australia: Modern Medicine of Australia BPA

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

How to win at Bridge


What would you lead?
NORTH
♠ K J 8 6
♦ —
♣ A K Q 5 2
♥ 10 4 3 2
WEST (Dealer)
♠ A Q 9 7
♦ K 10 8 5
♣ 8 6 4
♥ A Q
EAST
♠ 10
♦ 9 7 6 4 3 2
♣ J 9 7 3
♥ 8 5
SOUTH
♠ 5 4 3 2
♦ A Q J
♣ 10
♥ K J 9 7 6
At the table are four of the world's greatest contract bridge players. You step up behind West, as he opens the bidding with one spade. North, with a powerful holding, overcalls with two clubs. East, of course, passes. South, although wary of his partner's club bid, has eleven high card points and bids two hearts. West, has said his piece, and passes. Now North, confident of a partnership fit in the heart suit, contracts for game by leaping to four hearts. All pass and West must now make the opening lead. What would you advise him to lead? Send your answer (giving your name, title and address) to Walter Schwimmer, Inc., 75 East Wacker Drive, Chicago 1, Illinois, and you will receive free Goren's 26 other hands on "Championship Bridge" —plus his new booklet, "12 Newest Winning Bridge Tips." If you want to see how your bid compares with the experts, watch the show on ABC-TV at 3:30 Sunday afternoon, April 3rd.
HAND ILLUSTRATED WEST

35,000,000 WOULD LOVE TO KNOW

The American Association of Playing Card Manufacturers estimates there are some 35,000,000 people who play contract bridge in this country. Of this group, more than half play the game with regularity. Millions, who have learned one system or another, would give their right arm to find out how to win consistently at bridge.

The world's number one ranking player, Charles Goren (of "Championship Bridge" fame) gives this capsule advice to bridge addicts everywhere: "During the thirty years I have been playing bridge, I have given many tips on tactics (and received a few myself). Of all the suggestions I could offer the average player, I consider these two vital—(1) Learn to use the overcall properly; this often spells the difference between a winning and a losing player. (2) Always try to play with people who are as good or better than you are. If possible, pick the 'experts' of your neighborhood; if not, at least try to be around when they play, so you can match wits with them and find out why they sometimes do things that do not conform with the 'rules' as you know them."

CHARLES GOREN

THE ♥ OF SUCCESS

Somewhere in Charles Goren's advice and the desires of millions of bridge players lies the power and heart of "Championship Bridge" as a major television attraction.

"Way back when you looked at the pilot film for the first time—how did you know that Championship Bridge was going to be a success so quickly?" This is a question we've been hearing more and more lately from agency friends and others in the industry.

It would be wonderful (but untrue) to claim that we knew "Championship Bridge" was destined (out of a hundred new shows) to be one of the five network shows to receive Radio-TV Daily's All-American Award of the Year as "Best New Program Idea." (Selected by the nation's top TV editors.)

It would be delightful to point with pride to the thousands of fan letters the show is getting and the 180,000 inquiries our client (North American Van Lines) has received (so far) and say: "Why, we expected it all along."

CALL A ♠ A ♠

Truth of the matter is that our choice of "Championship Bridge" was based on these simple facts: (1) A potential audience of 35,000,000 players; (2) Their fierce loyalty to the game and to Mr. Bridge himself, Charles Goren; (3) The "biggest" bridge fan of them all is Goren's foil and show narrator par excellence—Alex Dreier of Monitor and Man-On-The-Go fame; (4) The contestants—world famous Life Masters like B. Jay Becker, Oswald Jacoby, Helen Sobel, Richard Frey, Howard Schenken, Albert Morehead; (5) Magazine and syndicated bridge columns in over 1,000 newspapers, most of them written by Goren and the contestants themselves; (6) Over $1,000,000 worth of publicity, promotion and merchandising by ABC-TV and U. S. Playing Card Company's own schedule backing the show in The New Yorker, Post, Life and Sports Illustrated and others.

The next most common question we've been asked lately is much easier to answer: "Why Championship Bridge for an advertiser like North American Van Lines?"

NO ♦ IN THE ROUGH

First: The audience we were seeking had to be a polished jewel from the start—100% adult (children neither play bridge nor buy North American's services.)

Second: It had to be above average in income (low income earners tend to rent a truck and move their household goods themselves). Look at the figures recently compiled from interviews across the country: (a) In the $7,000-and-under income group interviewed, 16.2% watch the bridge show; (b) In the $7,000-to-$10,000 group 29.0% watch the show; (c) In the over-$10,000 group 34.1% watch the show. Ergo: the higher the income group, the bigger the bridge audience.

ALEX DREIER

Third: We wanted an audience with prestige occupations (the better the job, the more promotable, influential and movable the viewer). Look at a few more figures: 30.6% of prestige white collar workers interviewed watch bridge; 30.8% of sales executives interviewed watch it; 22.6% of business owners interviewed watch it; 9.1% of blue collar workers interviewed watch "Championship Bridge". Thus: our audience is loaded with good (prestige) prospects for the advertiser.

Fourth: Our campaign had to be a relatively low-budget effort (we could not afford a show that would have to rely on prime network time to reach the audience we were after). The show we wanted would have to establish a *loyal* audience quickly, no matter what time slot we put it in. Result: the whole "Championship Bridge" package (show and time) in Class "C" time (Sunday afternoons at 3:30 on ABC-TV) cost the sponsor slightly over $700,000 for 26 weeks with a 184 station lineup on a major-minor basis. (Billboard and two one minute spots major, one spot minor).

WHO JOINED OUR ♣?

Obviously, we did expect quite a number to join our television "Bridge Club"—but frankly we were pleasantly amazed at what the ratings showed right at the start. As early as November the show produced ratings like these against such stalwart competition as "Pro Football" and "Championship Golf":

AREA	RATING
Amarillo	7.9
Atlanta	9.7
Augusta	8.0
Baltimore	31.0
Binghamton	11.9
Boise	11.0
Boston	7.7
Chicago	6.0
Columbus	8.1
Davenport-Rock Island-Moline	10.7
Grand Rapids-Kalamazoo	9.3
Greensboro/Winston-Salem	14.7
Indianapolis	10.2
Minneapolis-St. Paul	6.3
Milwaukee	7.3
Nashville	16.0
Omaha	8.2
Philadelphia	8.0
Pittsburgh	7.3
Richmond	8.5
Rockford	21.1
San Antonio	6.8
Santa Barbara	9.1
Seattle	7.0
Washington	9.5

Fifth: To fit our client's needs, the show had to be Ace high in local merchandising opportunities, so North American's 1,000-plus agents could take advantage of it in their own communities.

Result: Unusual participation, to say the least.

In response to the only offer made on the show so far, over 180,000 viewers sent 25c in coin to their local North American agents (viewers had to look them up in the "Yellow Pages" first). With 3,300 bridge clubs and 35,000,000 players scattered over the nation, North American agents are profiting from one of the most successful tie-in grand slams in their history.

"How To Win At Bridge" as an advertiser? Sponsor It. Big ticket merchandise and services such as automobiles, insurance, appliances, luxury items, or most anything which a husband and wife must discuss and consider pretty seriously before buying are ideal.

So if you want a comparatively low cost network TV program which commands a loyal, 100% adult, high-income audience no matter what time slot it's in, "Championship Bridge With Charles Goren" is your answer. Only half sponsorship (major-minor) of the show is available for the 1960-61 season, so if you're interested you will want to call or write the producer right away: Walter Schwimmer*, 75 East Wacker Drive, Chicago, Illinois. Phone: FRanklin 2-4392. He'll send you a kit of information on the show, audience characteristics, merchandise tie-ins and track record to date.

Ed Russell

Senior Vice-President
The Biddle Company
Bloomington, Illinois

P.S. In closing, if it isn't entirely clear yet, both the sponsor (North American Van Lines, Inc.) and their agency (us) recommend "Championship Bridge" 100%.

**Producers of "Championship Bowling" and "All-Star Golf".*

FORBESMANSHIP...THE ART

OF GETTING BIG IMPACT

Greater visibility. Greater opportunity for readership. Greater impact. Your clients need it. They're demanding it. Are you giving it to them? If you're overlooking the big job Forbes is doing in the business-management magazine field you're missing a great bet.

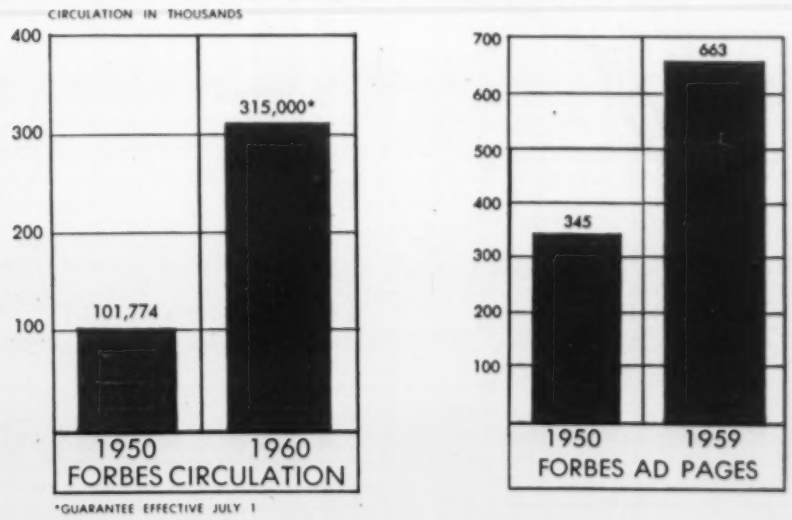
Compare all three major business-management magazines — Forbes, Fortune and Business Week. Note the proportion of editorial to advertising. Learn what a lot of smart advertisers and agencies are discovering every day—your ad in Forbes is *showcased* beyond compare. You get every dollar's worth of *visibility* and *impact* you're paying for.

Is there a significant difference among the Big Three? Not in *circulation!* Forbes' new July guarantee of 315,000 is less than 5% below Fortune's July rate base of 330,000, less than 10% below Business Week's 342,000. Forbes rate of growth is another story: circulation has *tripled* in the past ten years, despite three subscription increases. This pace far outstrips the other two!

Significant difference in *readership*? And how! The important men, the top management men, in every industry read Forbes. They go through Forbes page by page. No skimming. No skipping. Every paragraph, every ad is of prime importance to them. Forbes' uniquely crisp, incisive editorial style is a *must* for men whose time is money.

Just look at the ads in Forbes. Note the big names, the key companies. They're in Forbes right now because they've discovered the bigger visibility, the bigger impact. Isn't it time you did, too?

If you want all the facts about FORBESMANSHIP...the art of getting big impact...call Pete Rees at OR 5-7500, or your Forbes representative. They'll give you a complete rundown on how Forbes can help make the Sixties sizzling for you and your clients.



FORBES MAGAZINE • 70 FIFTH AVENUE • NEW YORK 11, N. Y.

Forbes Representatives—Chicago: 360 No. Michigan Ave. **Cleveland:** 562 Hanna Bldg. **Dallas:** 1416 Commerce St. **Los Angeles:** The Menne Co., 711 S. Vermont Ave. **San Francisco:** The Menne Co., 114 Sansome St.

SOMEWHERE WEST OF LARAMIE

is a man heading for one of the 4 New York Sheraton Hotels. His room reservation was confirmed across the continent in just 4 seconds — thanks to Reservatron. All it takes is a call to the nearest Sheraton to set in motion this world's fastest reservation service. Next trip, try it. **WANT A FAT FREE BOOKLET?** Why not? — its 96 pages extol the delights of 54 Sheraton Hotels in 39 major cities. And besides, you'll help us test this ad. Address: Sheraton Corp., Ad Age Ad #2, 470 Atlantic Avenue, Boston, Massachusetts.

Dealers to Glimpse New Norge Line via Closed Circuit TV

CHICAGO, March 22—Norge division of Borg-Warner Corp. will introduce its 1961 appliance line to 12,000 distributors and dealers in 70 cities March 30 via large screen closed circuit tv.

TelePrompTer Corp. will provide the closed circuit network, said to be the most extensive ever utilized in the major appliance field. Jack Pettersen Associates is the producer.

It is estimated that the company will spend about $450,000 for the telecast and promotion of it.

■ Judson S. Sayre, board chairman of Norge, said the closed circuit broadcast is designed to give greater impact to the company's sales message, and to enable Norge to present its new products with larger-than-life detail and clarity.

COMPLAINTS ANSWERED—*Western Airlines, Los Angeles, is using this one-shot ad, which "answers" the six most common complaints of air travelers, in newspapers in western markets. Batten, Barton, Durstine & Osborn is the agency.*

For 1st Time, Detroit to Be Site of AMA Over-all Auto Show

DETROIT, March 22—The Automobile Manufacturers' Assn. has revealed plans for a national auto show to be held in Detroit next Oct. 15-25.

The show will be the 42nd such event since the beginning of the auto industry in 1900, but strangely enough is the first ever to be held in Detroit. It was an annual event in New York for many years, suspending in 1940 because of the war. The AMA conducted one show in New York in 1956, but it has not been continued because of lack of agreement on dates with the New York Convention Hall.

The show next October will be held in Detroit's new convention building, Cobo Hall. The show is timed to follow by a few weeks the introduction of the 1961 model cars, thus bringing them all under one roof for the first time.

■ Charles A. Jacobson, vp of Chrysler Corp. and head of the AMA planning committee, said CBS will televise a one-hour show from the hall Oct. 16. Entertainment for the show, which carries the over-all theme, "Wheels of Freedom," will include a Broadway-produced musical presentation.

The Detroit Auto Dealers Assn., which has for years held a local auto show of its own, will instead sponsor a parade Oct. 15. #

Venard, Rintoul Adds Five

Venard, Rintoul & McConnell, New York, has been named national representative for KWTX and KWTX-TV, Waco, and KBTX-TV, Bryan, Tex., all formerly handled by Paul H. Raymer Co., and for KNAL, Victoria, Tex., formerly represented by Hil F. Best Co., and KXII-TV, Ardmore, Okla., previously handled by John E. Pearson Inc. Pete McNee, national-regional sales manager for the above stations, will serve as agency contact man in the South and Southwest where Venard, Rintoul does not maintain offices.

Just One Order Buys more than 460,000 Florida families in 16 Booming Cities... Florida's largest ABC circulation! Daytona Beach • De Land Fort Myers • Gainesville • Jacksonville • Lakeland • Leesburg • Melbourne • Ocala • Panama City • Pensacola • Sarasota • St. Petersburg Tallahassee • West Palm Beach • Winter Haven

ALL FLORIDA MAGAZINE is printed by the unique Perry Process letterpress method. Write for details: Box 5736, Jacksonville, Florida, or call your Perry representative.
Friendly Florida-slanted family reading—plus TV WEEK—five regional zones with complete TV local program listings. Buy just one or all TV zones.

Represented nationally by JOHN H. PERRY ASSOCIATES.

NEW YORK 36, 19 W. 44th St., Tel: MUrray Hill 7-5047, William K. Dorman, Gen. Mgr. CHICAGO 4, 224 South Michigan Ave., Tel: HArrison 7-4008, Robert A. Mitchell, Mgr. DETROIT 2, 7-268 General Motors Building, Tel: TRinity 5-1803, John F. Cole, Mgr. PHILADELPHIA 7, 12 South 12th Street, Tel: WAlnut 2-3555, Robert Hitchings, Mgr. SAN FRANCISCO 4, Russ Building, Tel: YUkon 1-1281, Louis J. Rubin, Mgr. ATLANTA 3, 411 Glenn Building, Tel: MUrray 8-3988, J. D. Whitehead, Mgr.

WESH-TV
2
PREFERRED IN
ORLANDO-DAYTONA MARKET

THE HOUSTON CHRONICLE

LEADS The Houston Post...*

... *in* Total City Circulation Daily

5,436 MORE THAN THE POST!

... *in* Total City Circulation Sunday

18,728 MORE THAN THE POST!

and

... *in* Total Circulation Sunday

1,518 MORE THAN THE POST!

*A comparison of the latest Audit Bureau of Circulation audit showing the average for the 12-month period ending September 30, 1959.

THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper...

The Chronicle is a MUST Buy!

The Branham Company — National Representatives

BUY A KING-SIZE MARKET

EL PASO— CAPITAL CITY OF The Fabulous Southwest

FIRST IN TEXAS
11th IN THE NATION
El Paso International Airport Handled
258,507
landings and take offs during 1959. More than any other city in Texas. Further proof that EL PASO is still on the GROW

The El Paso Times
Morning and Sunday

El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

Coming Conventions

*Indicates first listing in this column.

*March 29. Assn. of National Advertisers, national workshop, Hotel Ambassador, Chicago.

March 31-April 1. Radio Advertising Bureau, national radio advertising clinics; March 31, Waldorf-Astoria, New York; April 1, Sheraton Blackstone, Chicago.

April 1-3. Eastern Intercity Conference of Women's Advertising Clubs, Sheraton-Biltmore Hotel, Providence.

April 3-7. National Assn. of Broadcasters annual convention, Conrad Hilton Hotel, Chicago.

April 5. Premium Advertising Assn. of America conference, in conjunction with the premium buyers exposition, Navy Pier, Chicago.

*April 10-14. National Assn. of Transportation Advertising Inc., spring meeting, Casa Blanca Inn, Scottsdale, Ariz.

April 20-21. Associated Business Publications, fifth annual sales management seminar, Westchester Country Club, Rye, N. Y.

April 21. Assn. of National Advertisers, fifth annual workshop on Advertising to Business and Industry, Hotel Plaza, New York.

*April 21-23. Western States Advertising Agencies Assn., 10th annual conference, Shelter Island Inn, San Diego.

April 21-23. American Assn. of Advertising Agencies, annual meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

April 22. Assn. of National Advertisers, workshop on Trade Shows and Exhibits, Hotel Plaza, New York.

April 24-27. Continental Advertising Agency Network, annual convention, Fontainebleau Hotel, Miami Beach.

April 24-27. Annual sales promotion convention, National Retail Merchants Assn., Paradise Inn, Phoenix.

April 25-27. Sales Promotion Executives Assn., third annual national conference, Hotel Astor, New York.

April 25-28. American Newspaper Publishers Assn., annual meeting, Waldorf-Astoria, New York.

April 28-30. Advertising Federation of America, 5th District, Columbus, O.

May 1-4. National Newspaper Promotion Assn., annual convention, Westward Ho Hotel, Phoenix, Ariz.

May 2-4. Forty-fifth annual conference, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-5. Direct Mail Advertising Assn., regional convention, Fairmont Hotel, San Francisco.

May 8-10. Magazine Publishers Assn., 41st annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

May 8-11. Associated Business Publications meeting, Hot Springs, Va.

May 12-13. Public Utilities Advertising Assn., Waldorf-Astoria, New York.

May 12-15. Advertising Federation of America, 4th District, Beach Club Hotel, Fort Lauderdale, Fla.

May 13-14. Point-of-Purchase Advertising Institute, third annual meeting, Mayflower Hotel, Washington, D. C.

May 15-18. National Sales Executives, annual convention, Buffalo, N. Y.

May 23-25. Assn. of Railroad Advertising Managers, Diplomat Hotel, Hollywood, Fla.

May 26-29. Federation of Canadian Advertising and Sales Clubs, 12th annual convention, Royal Hotel, Guelph, Ontario.

May 26-31. National Federation of Advertising Agencies, annual management conference, Northernaire Hotel, Three Lakes, Wis.

June 1-3. International Advertising Assn., annual convention, Waldorf-Astoria, New York.

June 5-8. Advertising Federation of America, 56th annual convention, Hotel Astor, New York.

June 5-9. Assn. of Industrial Advertisers, annual convention, Shoreham Hotel, Washington, D. C.

June 8-9. Fifth annual Circulation Seminar for Business Publications, Pick-Congress Hotel, Chicago.

*June 12-15. National Assn. of Direct Selling Companies, Hotel Statler, New York.

June 15-17. American Marketing Assn., annual meeting, Hotel Leamington, Minneapolis.

June 19-24. National Advertising Agency Network, national conference, Oyster Harbors Club, Osterville, Mass.

June 20-24. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

June 26-29. Advertising Assn. of the West, annual convention, Hotel Del Prado, Mexico City.

July 10-13. Newspaper Advertising Executives Assn., summer meeting, St. Francis Hotel, San Francisco.

July 10-16. Outdoor Advertising Assn. of America, annual meeting, to be held in conjunction with the International Congress of Outdoor Advertising, Royal York Hotel, Toronto.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

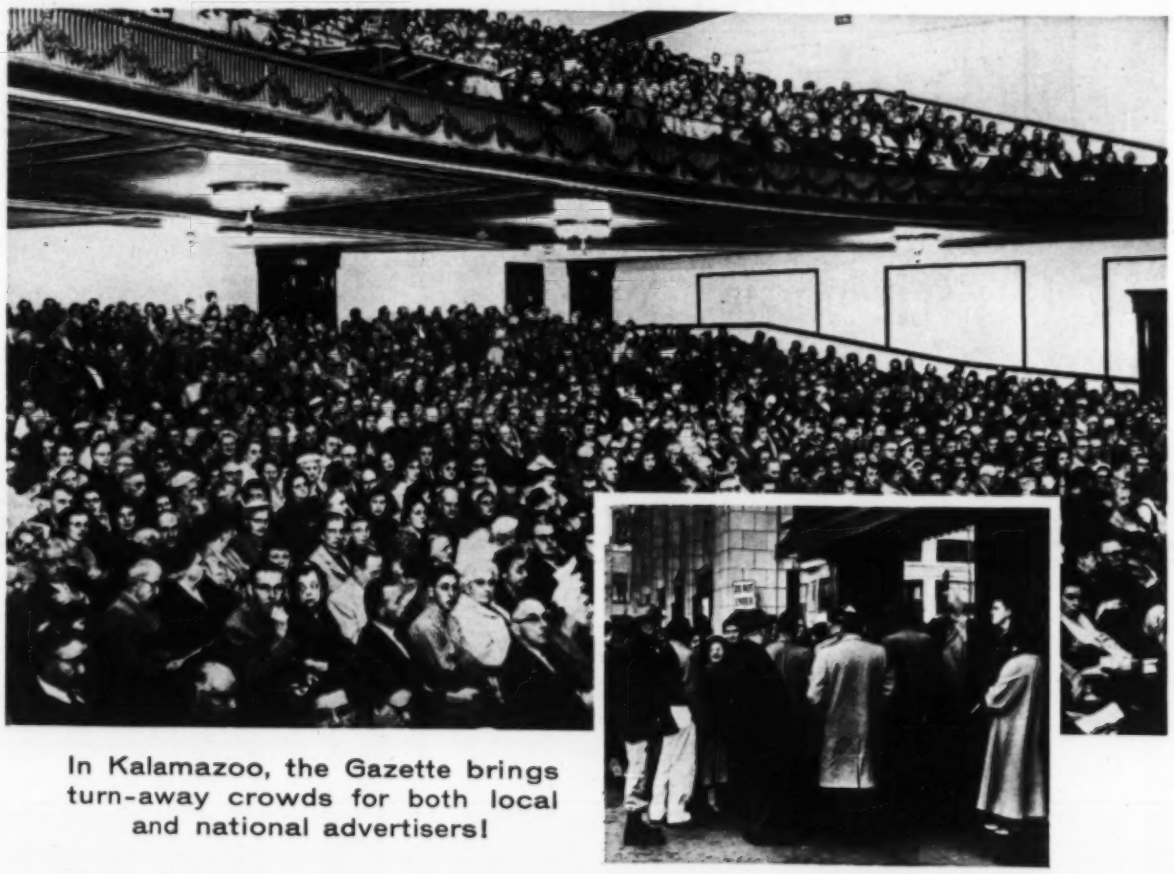
*Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

*Nov. 14-16. Annual convention, Broadcasters' Promotion Assn., Sheraton Charles Hotel, New Orleans.

*Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Jannuzzo, Crozier to Kudner

J. Paul Jannuzzo, formerly with Radio Corp. of America, has joined Kudner Agency, New York, as an assistant account manager. Kudner also has named Robert Crozier, formerly with Sullivan, Stauffer, Colwell & Bayles, an art director.



In Kalamazoo, the Gazette brings turn-away crowds for both local and national advertisers!

Eastman Kodak Co. turns hundreds away from Gazette-advertised event

In October, Eastman Kodak's unique "Around the World in 80 Minutes" travelogue played to a jam-packed house in Kalamazoo with 600 turned away.

Eastman's John Fish writes, "There are many things about Kalamazoo that make it the high spot of our around-the-world experimental tour.

"Although Kalamazoo was the last city on our itinerary, we are still agog over the crowd and the fabulously effective newspaper promotion."

Picture, insert, shows the crowd at a local men's store. This retailer was not content to ride along with the high tide of business in Kalamazoo, but rather used Gazette space to accelerate the pace.

To get greater sales in busy, bountiful Kalamazoo, check for yourself. See how the Gazette moves goods and people.

"The daily newspaper is the total selling medium"

KALAMAZOO GAZETTE

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

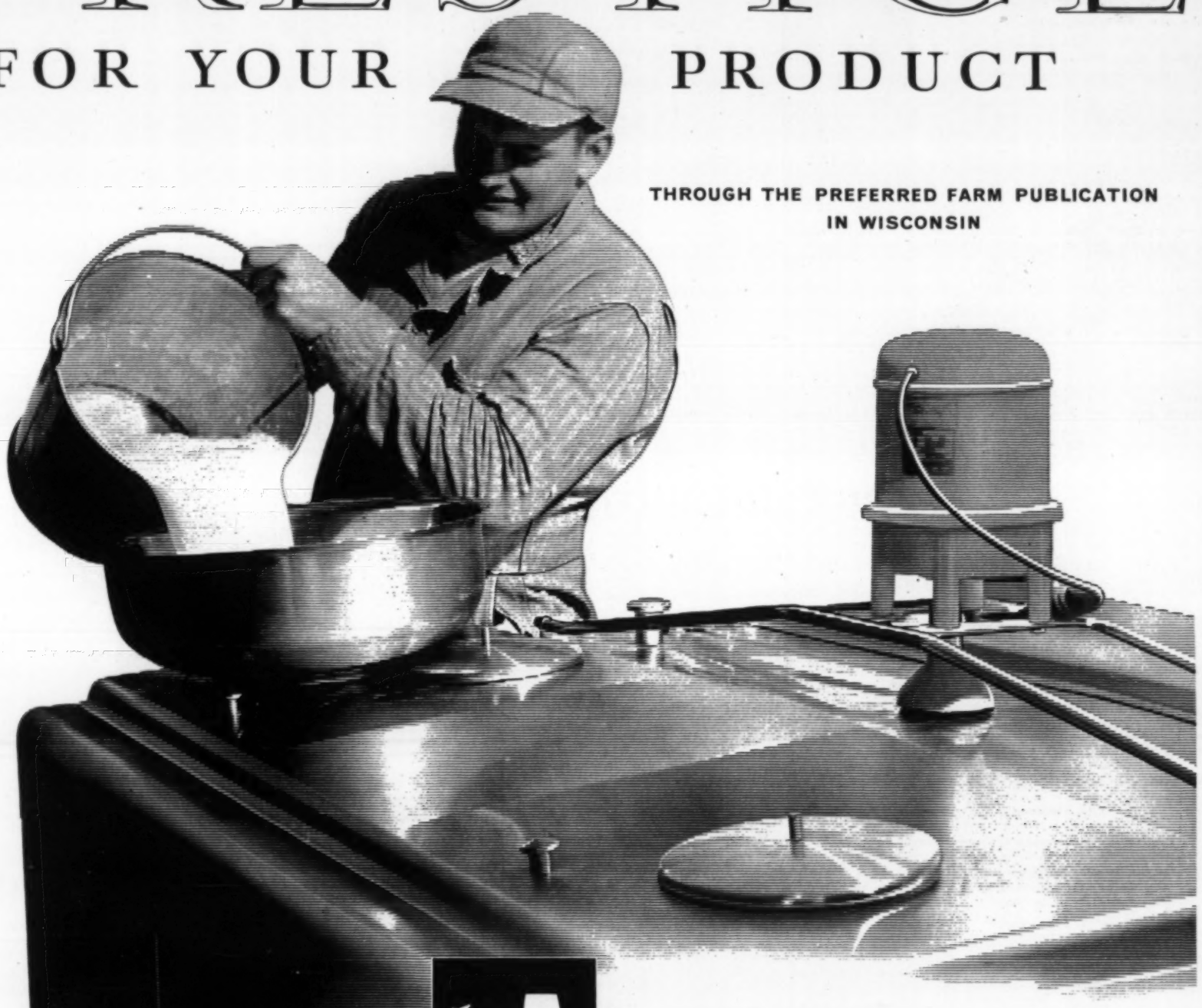
A Booth Michigan Newspaper

MISSILE ROCKET BALL POINT PEN
Make Your Sales Message a Perfect "Shoot"
A Perfect Miniature Rocket
YOUR MESSAGE HERE
New, different, exclusive, low cost. Write for quantity prices today.
R-W CORPORATION
22849 Ventura Boulevard
Woodland Hills, California

PRESTIGE

FOR YOUR PRODUCT

THROUGH THE PREFERRED FARM PUBLICATION
IN WISCONSIN



AMERICA'S DAIRYLAND

WISCONSIN Agriculturist

SERVING WISCONSIN FARM FAMILIES 110 YEARS

SURVEY PROVED 1ST PREFERENCE WISCONSIN FARMERS

Remarkable Preference At All 3 Influence Levels Proves
Wisconsin Agriculturist the Dominating Selling Force in Rural Wisconsin

Wisconsin Agriculturist is a farm family magazine—read by farmers and their wives . . . preferred by farmers and their wives. No general interest magazine penetrates rural Wisconsin over 21 percent. Wisconsin Agriculturist reaches 80 percent of the farms of Wisconsin.

When farmers are surveyed, they name Wisconsin Agriculturist as their first choice by 3 to 1 over the next highest farm publication.

Bulk milk tank dealers and other dealers in rural Wisconsin pick Wisconsin Agriculturist by up to 8 to 1. Agricultural leaders —county agents—answer in like margins.

Whether you sell bulk milk tanks or biscuit mix, Wisconsin Agriculturist is the one way to build prestige for your product in Wisconsin fast. Be sure it's on your advertising schedules.

In 1959, Wisconsin Agriculturist ranked 5th among all farm publications in commercial advertising lineage—topped everything circulating in Wisconsin.

WISCONSIN AGRICULTURIST

1125 Sixth Street, Racine, Wisconsin

Member of **MIDWEST FARM PAPER UNIT**, 35 E. Wacker Dr., Chicago 3; 250 Park Ave., New York 17 • West Coast Representative: TOWNSEND, MILLSAP & CO., 110 Sutter St., San Francisco 4; 159 S. Vermont, Los Angeles 4

This Week in Washington . . .

FTC Hesitates to Move Into Arena of Policing Local Ads—but Might Have to

By Stanley E. Cohen
Washington Editor

WASHINGTON, March 24—As it digs deeper into the policing of deceptive advertising, the Federal Trade Commission finds itself in an embarrassing jurisdictional box. The commissioners are just beginning to consider the consequences.

Many of the most outrageous ads originate with local merchants. Unless local law or custom intervenes, there is no present way of getting at them.

While there are 44 states with criminal statutes against false advertising, there is almost no enforcement in most states. So FTC has reached a Rubicon. It must get some action from the states; or it must cross a long-standing jurisdictional line and move against local business men who formerly were immune from its supervision.

The current dilemma has roots going back 45 years. Under the principles recognized when the basic Federal Trade Commission Act was passed, false advertising is not, in itself, a federal offense. It becomes an offense only if it affects interstate commerce.

■ As a result, FTC has regarded most retailers, other than chains and department stores, as beyond its jurisdiction.

The results of this limitation on FTC authority have become painfully apparent in the current crusade against such evils as deceptive price advertising. The commission may order a chain to stop using deceptive price comparisons in its newspaper ads. But the chain's locally-owned next door competitor can go right on running the same ad.

There were plenty of red faces at FTC recently when the commission received a copy of a letter which a major variety chain has circulated to its local managers. This letter said, in effect: "There are certain practices in pricing not available to you which are clearly available to your competitors."

■ FTC Chairman Earl Kintner brought the issue into the open in a speech before the Advertising Club of Atlanta last Friday. He said there obviously is something untenable in a situation where FTC puts interstate merchants in a disadvantageous competitive situation. But he stopped short of advocating any particular remedy.

The most desirable way to get the problem down to manageable size, he argued, is through the efforts of media, advertising clubs and better business bureaus at the local level. Even so, he commented, most communities will still have recalcitrants who can't be reached by self discipline.

Ideally, he conceded, the control of retail advertising, including the ads of chains and department stores, would appear to be a local problem, but experience with the existing model state laws against deceptive advertising has not been encouraging.

■ With the support of advertising clubs and media, state legislatures decided long ago that false advertising should be punished as a criminal offense. But because the punishment is not suited to the crime, these laws go unenforced, Chairman Kintner suggested.

As he analyzes it, there is little hope for effective local legal action against false advertising unless adclubs and similar groups demand more realistic state laws.

Even where enforcement personnel are available, he explains, they hesitate to haul a reputable business man into criminal court in a dispute over the wording of an ad. He advises: In the search for more workable local laws, "it might be well to compare the value of criminal prosecution as a deterrent to false advertising with the administrative injunction approach under the FTC act."

■ The alternative to modern and enforceable local law is federal intervention. Either the FTC can ask Congress to clarify its jurisdiction, or it might simply decide to reinterpret its own power and bring a test case to court.

Under the Wheeler-Lea act of 1938, FTC received clear-cut authority to go after deceptive ads for foods, drugs, cosmetics and devices, regardless of source. More recently, Congress granted similar authority over ads in special laws establishing FTC authority over labeling and selling of wool products, furs, textiles and flammable fabrics.

■ The remaining course would be for FTC to reinterpret the scope of its own authority. In the 45 years since FTC decided it can act only if ads stimulate sales in interstate commerce, the world has changed. Local businesses no longer are as small and inconsequential as they were in 1914. Nor are the courts taking quite as narrow a view in applying the interstate commerce standard to them.

In recent years the courts decided that the federal Fair Labor Standards Act applies to a janitor employed in a local office building. A druggist who repackaged pills was held to be subject to the federal Pure Food & Drug Act.

From this standpoint, there is a school of thought that contends FTC is being overly prissy about adhering to the old jurisdictional concept.

■ There is a theory, for example, that an ad which diverts business from a company in interstate commerce could be reached by FTC, even if the advertiser is a local store which does all its selling within the borders of its own state.

But departure from a jurisdictional policy which FTC has followed for 45 years is not a step which Chairman Kintner is prepared to recommend casually.

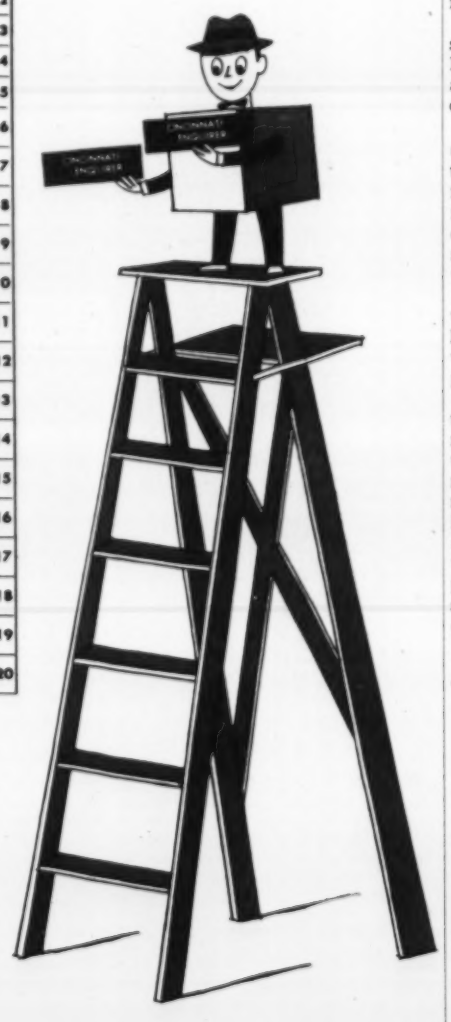
Chairman Kintner recognizes that the FTC cannot command the respect of the legal profession if it tries to torture existing law to meet an immediate need it was not designed to meet. On the other hand, the courts have been generally sympathetic to situations where the law is reread and applied literally to effectuate a reasonable purpose, such as the elimination of obvious inequity. #

The Cincinnati Enquirer now one of America's Top Ten newspapers in Total Advertising

. . . BEST PROOF EVER OF THE SOLID TREND TO THE "MORNING" IN SOLID CINCINNATI

	1954	1955	1956	1957	1958	1959	
1	Milwaukee Journal	Los Angeles Times	Los Angeles Times	Los Angeles Times	Los Angeles Times	Los Angeles Times	1
2	Los Angeles Times	Milwaukee Journal	Milwaukee Journal	Miami Herald	Miami Herald	Miami Herald	2
3	Chicago Tribune	Chicago Tribune	Chicago Tribune	Milwaukee Journal	Milwaukee Journal	New York Times	3
4	Miami Herald	New York Times	Miami Herald	New York Times	New York Times	Chicago Tribune	4
5	New York Times	Miami Herald	New York Times	Chicago Tribune	Chicago Tribune	Milwaukee Journal	5
6	Washington Star	Cleveland Plain-Dealer	Cleveland Plain-Dealer	Cleveland Plain-Dealer	Cleveland Plain-Dealer	Cleveland Plain-Dealer	6
7	Cleveland Plain-Dealer	Washington Star	Washington Star	Baltimore Sun	Washington Star	Washington Post	7
8	Detroit News	Houston Chronicle	Houston Chronicle	Washington Star	New Orleans Times-Picayune	Washington Star	8
9	Houston Chronicle	Baltimore Sun	Baltimore Sun	Houston Chronicle	Houston Chronicle	New Orleans Times-Picayune	9
10	Baltimore Sun	Detroit News	Detroit News	New Orleans Times-Picayune	Baltimore Sun	CINCINNATI ENQUIRER	10
11	Philadelphia Inquirer	Philadelphia Inquirer	New Orleans Times-Picayune	Detroit News	CINCINNATI ENQUIRER	St. Louis Post-Dispatch	11
12	New Orleans Times-Picayune	Minneapolis Star & Tribune	CINCINNATI ENQUIRER	CINCINNATI ENQUIRER	Washington Post & Times-Herald	Houston Chronicle	12
13	Minneapolis Star & Tribune	New Orleans Times-Picayune	Minneapolis Star & Tribune	Akron Beacon-Journal	Minneapolis Star & Tribune	Minneapolis Star & Tribune	13
14	Akron Beacon-Journal	St. Louis Post-Dispatch	St. Louis Post-Dispatch	Minneapolis Star & Tribune	St. Louis Post-Dispatch	Baltimore Sun	14
15	St. Louis Post-Dispatch	Dallas Times-Herald	Akron Beacon-Journal	St. Louis Post-Dispatch	Akron Beacon-Journal	Detroit News	15
16	New York News	Akron Beacon-Journal	Philadelphia Inquirer	Washington Post & Times-Herald	Detroit News	Akron Beacon-Journal	16
17	Dallas Times-Herald	CINCINNATI ENQUIRER	Washington Post & Times-Herald	New York News	New York News	Phoenix Republic	17
18	Atlanta Journal & Constitution	Washington Post & Times-Herald	Atlanta Journal & Constitution	Philadelphia Inquirer	Atlanta Journal & Constitution	Philadelphia Inquirer	18
19	Washington Post & Times-Herald	New York News	New York News	Atlanta Journal & Constitution	Phoenix Republic	Atlanta Journal & Constitution	19
20	CINCINNATI ENQUIRER	Atlanta Journal & Constitution	Dallas Times-Herald	Columbus Dispatch	Columbus Dispatch	New York News	20

Source: Media Records First 50 Reports, Page 22.



The chart tells the story. From 20th place to 10th in only five years! This solid climb among the nation's leading newspapers reflects this solid fact: The Enquirer reaches and influences the solid *market-that-matters* in Cincinnati.

Growth like this doesn't just happen. It stems from the confidence of leading advertisers . . . national and retail . . . in the ever-increasing impact of The Enquirer. This is confidence based on *results.* Results that come from solid readership in households with higher median incomes . . . larger, younger families that need more and spend more. Want a still more graphic picture of this confidence? In 1959, the Daily Enquirer alone had *more than half* the market share of total daily *retail* advertising, compared with 33% in 1954. The latest Top Ten Brands survey can give you even more solid information about this growing market area. Write The Enquirer's Research Department for your copy.

SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

Represented by Moloney, Regan & Schmitt, Inc.

we print more pages*, operate more type-setting machines** than any other newspaper in florida

orlando sentinel-star

"gateway to the moon"

*source: media records

**source: mergenthaler lino co.

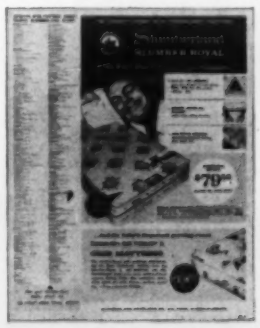
Slumberland makes them...LOOK sells them

"Our first LOOK ad—in Magazone 1—paid for itself 100 times over in record-breaking mattress sales," reports Arthur M. Warshaver, President of the Slumberland Products Company

Slumberland makes mattresses primarily for distribution in New England. Its first advertising venture in a national medium was a full-page insertion in LOOK's revolutionary new Magazone regional plan. The ad, appearing in Zone 1 (New England), ran in the September 15, 1959, issue. Result: biggest sales in Slumberland history.

Impressed by the one-two sales punch provided by the combination of LOOK prestige and Magazone flexibility, Slumberland scheduled a follow-up page-and-a-half advertisement for the issue of March 1, 1960. So enthusiastic were dealers that pre-publication orders for the featured mattress soared over 60 per cent ahead of the volume for the same period of 1959. "Actually," states President Warshaver, "we have reason to believe that sales during the period of the LOOK promotion will be 100 per cent ahead of last year. LOOK—and Magazone—have won a firm place in our media planning."

In the first quarter of 1960, LOOK alone—among *all* major magazines—attained record highs in circulation, advertising revenue *and* advertising pages. One reason for this evidence of unmatched vitality is LOOK's outstanding ability to produce sales results. For LOOK *means* sales.



LOOK
MEANS
SALES

SAFE
SAWS SHARPENED
KEEP OFF

Media's Law:

To a seller of saws the pulling power of an advertising medium is equal to the number of saws sold.

To media men, pulling power is influenced by several inter-related factors.

The law or formula looks like this:

Pulling Power

=

Circulation Volume

×

Editorial Vitality

×

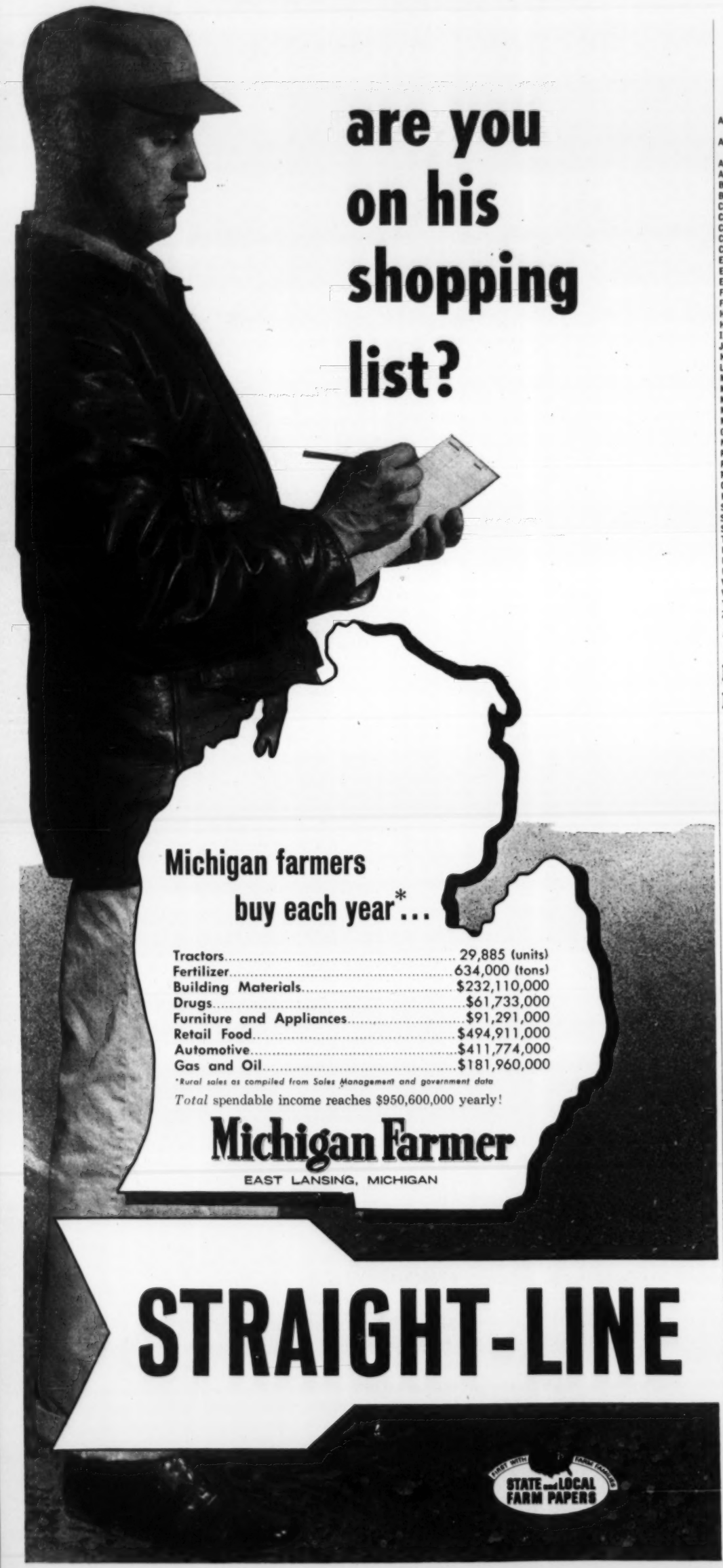
Reader Confidence

The larger measure of these ingredients in the Chicago Tribune accounts for the greater results produced for advertisers.

The Chicago Tribune, with a circulation 1½ times that of any other Chicago newspaper, out-pulls the other papers by at least 3 to 1 and as much as 15 to 1.

More Chicago families read the Tribune than the top five weekly magazines combined; more than six times as many Chicagoans turn its pages as turn on the average evening TV show!

Chicago Tribune



Earnings of Advertisers

1959 Fiscal Year

Company	Sales 1959	Sales 1958	Earnings 1959	Earnings 1958	Earnings per Share 1959	Earnings per Share 1958
Amer. Comm. Barge Line Co.	—'	—'	$ 3,141,620	$ 2,715,613	$2.05	$1.80
Amer. Hospital Supply Corp.	77,881,698	66,635,654	3,317,755	2,934,280	1.47	1.33
American Tobacco Co.	1,161,376,858	1,105,176,334	63,248,270	58,856,242	9.23	8.55
Anchor Hocking Glass	141,068,792	132,873,829	8,264,426	7,537,234	2.75	2.55
Beech-Nut Life Savers	115,568,322	114,974,768	8,104,045	8,121,605	2.53	2.52
Borden Co.	941,326,495	915,024,172	25,548,693	24,612,475	5.21	5.06
Chrysler Corp.	2,642,980,037	2,165,381,754	5,431,024'	33,824,565'	.62'	3.88'
Commercial Solvents Corp.	70,381,175	64,727,548	2,850,740	1,418,462	1.02	.51
Con. Water Power & Paper	84,984,972	76,407,884	6,863,859	5,967,416	2.69	2.35
Container Corp. of Amer.	322,286,816	289,600,173	19,638,780	15,080,494	1.83	1.41
Continental Baking Co.	385,941,000	328,004,000	9,323,000	8,855,000	4.60	4.83
E. I. du Pont de Nemours	2,114,322,970	1,829,249,758	418,695,610	341,248,869	8.92	7.25
Electric Autolite Co.	203,144,735	169,952,545	10,104,730	2,816,911	6.45	1.79
Elec. Storage Battery Co.	144,578,000	127,573,000	6,108,000	3,956,000	3.63	2.38
Federal Sign & Signal	14,077,659	12,642,396	945,328	768,614	1.82	1.51
Ford Motor Co.	5,356,871,344	4,130,339,499	451,367,367	116,205,097	8.24	2.12
Hertz Corp.	109,168,992	90,558,749	7,884,268	4,747,831	2.40	1.47
Hunt Foods & Industries	149,671,364	122,170,080	6,143,378	4,673,009	1.93	1.46
International Paper Co.	1,030,208,695	915,142,983	83,610,673	72,000,906	6.21	5.35
Johnson & Johnson	304,606,240	265,376,711	15,442,582	12,609,773	2.61	2.38
Kellogg Co.	242,410,406	219,997,523	19,327,440	18,593,489	2.12	2.04
Libbey-Owens-Ford Glass	306,734,077	216,900,913	53,745,152	21,445,309	5.13	2.05
Marquette Cement Mfg. Co.	58,237,122	54,047,382	9,479,897	8,742,434	3.55	3.26
Marshall Field & Co.	234,339,264	217,979,469	9,186,738	7,413,538	4.50	3.51
Martin Co.	523,707,022	483,643,681	13,336,981	11,725,555	4.34	3.82
Merritt-Chapman & Scott	427,505,545	382,100,035	9,032,665	10,246,301	1.55	1.77
Motorola Inc.	289,529,444	216,590,325	14,171,237	7,356,213	7.17	3.80
G. C. Murphy Co.	238,839,445	208,922,270	9,418,237	7,419,203	4.44	3.50
National Biscuit Co.	428,980,785	413,310,224	24,533,282	22,071,894	3.57	3.18
Pabst Brewing Co.	146,532,829	—'	1,236,668	—'	.28	—'
Perfect Circle Corp.	40,135,063	30,790,484	3,898,175	2,163,477	3.37	1.87
Pepsi-Cola	21,504,448	19,106,220	1,272,852	972,051	1.20	.92
Chas. Pfizer & Co.	253,672,721	222,726,103	24,862,955	23,965,144	1.51	1.47
H. K. Porter Co.	225,956,904	136,622,363	6,731,885	3,481,475	5.09	2.96
Shoe Corp. of America	118,232,256	107,143,286	2,780,571	2,270,531	3.12	2.55
Spiegel	216,669,023	152,728,878	10,937,333	4,988,412	3.82	1.67
Standard Oil (Ind.) Co.	1,980,779,406	1,882,441,009	139,597,429	117,775,022	3.90	3.29
Texaco Inc.	2,830,795,513	2,580,185,772	354,346,323	311,154,995	5.85	5.24
U. S. Rubber Co.	976,765,702	870,615,700	35,580,081	22,670,772	5.30	3.05
U. S. Steel Corp.	3,643,000,000	3,471,100,000	254,500,000	301,500,000	4.25	5.13
U. S. Tobacco Co.	32,319,382	29,837,735	3,541,041	3,484,590	1.91	1.83
Vendo Co.	45,046,476	29,410,432	2,484,070	972,884	1.94	.82
Western Electric Co.	2,315,370,000	2,154,703,000	102,188,000	85,936,000	5.92	5.17
Yale & Towne Mfg. Co.	144,127,878	115,734,391	5,052,301	3,626,251	2.26	1.63
Zenith Radio Corp.	260,033,866	195,041,624	16,630,144	12,116,165	5.63	4.10

'—Not reported.
'—Loss.

NEDA Sets Unit to Publish 'Journal'

CHICAGO, March 22—NEDA Journal Publishing Co. has been established by the National Electronic Distributors Assn. to publish the *NEDA Journal*.

Rapid growth of the publication and expectation of future increases were deciding factors in the decision to establish the *Journal* operation as a corporation apart from NEDA, the association said.

It reported that ad pages in 1959 increased 69% over 1958—from 196.9 pages to 333.3 pages. Total pages in the magazine increased 87% during the same period.

Gail S. Carter, executive officer, pointed out that the move also places the *Journal* on a tax-paying basis; since it is no longer a part of the NEDA, a tax-exempt organization. #

MCA's Earnings Hit $5,186,066 in '59

NEW YORK, March 22—Net earnings of MCA Inc. in 1959 were $5,186,066, up 20% above the $4,328,442 recorded in 1958. Gross income increased from $48,429,749 in 1958 to $57,786,616 last year.

Of the gross income of $57,786,616 for 1959, $48,136,378 represented income from the sale of television film shows and studio rentals. Agency commissions accounted for another $8,792,414. The remainder was reported as dividends from foreign subsidiaries and other income.

In February, 1959, MCA purchased Universal-International Studios for $11,250,000. These studios are now operated as a part of MCA's Revue Studio division—the company's tv film production unit. Some $5,000,000 was spent to expand production facilities at Revue. Universal Pictures Co. signed a 10-year agreement for rental of a portion of the studio space and facilities at a minimum rental of $1,000,000, starting February, 1959.

In October, 1959, MCA issued 400,000 shares of stock for public sale. #

DCSS Elects Dowd, Ford

Frank X. Dowd Jr., account executive, and Russ Ford, director of tv-radio commercial production, have been elected vps of Doherty, Clifford, Steers & Shenfield, New York.

Arndt Names Crothers VP

James S. Crothers, in charge of the New York office of Arndt, Preston, Chapin, Lamb & Keen, has been elected a vp.

THE INSIDE STORY OF GENERAL FOODS KITCHENS AWARD-WINNING DIRECT MAIL CAMPAIGN

Complete with actual enclosures, replicas of letters; description of planning, testing and results—all in a handsome illustrated portfolio—yours for only $1.00.

A "must" for all users and producers of direct mail advertising who want to create more successful direct mail of their own.

Here's What You Get!

Your portfolio contains 8½" x 11" bristol inserts illustrating the specific mailing pieces utilized in the brilliant General Foods Kitchens' Cookbook campaign; the three best letters are shown so you can read them; the actual 4-color folder employed is included to give you a complete picture of exactly what was done. PLUS—a comprehensive discussion by the creators and producers of the campaign, revealing valuable information on planning, copy, lists and results of this million piece mailing.

Act Now! Supplies Are Limited!

Send only $1.00 today, to get your free copy of this valuable illustrated portfolio. If you are not completely satisfied, just tell us so, and we will refund your money immediately.

ADVENTURES IN SELLING 238 Seventh Street, Garden City, New York

Cyanamid Tells of Fashion's '6 Senses' to Boost Creslan

NEW YORK, March 22—American Cyanamid Co.'s fibers division has scheduled two campaigns for its Creslan acrylic fiber this spring.

"The six senses of fashion" will be the theme of the first campaign, a consumer identification push which promotes Creslan fiber in general. Color pages will run in *Life* at intervals of less than one month, starting March 28.

"The sensations of fashion" will be the theme for the second campaign, which promotes specific fashions made of Creslan. Starting in May, this campaign will run in *American Girl, Gentlemen's Quarterly, Harper's Bazaar, House Beautiful, House & Garden, Seventeen, Sports Illustrated* and *Vogue*, plus the *New York Times Magazine* and the *Sunday* group.

The "six senses of fashion" featured in the *Life* campaign are beauty, color, vitality, taste, touch and lightness—and "Creslan has them all," according to the ads.

Each ad illustrates one of these "senses," using photos by Irving Penn. Fashion photos are combined with atmosphere photos to visually convey the essence of the individual senses.

SENSES—*American Cyanamid links its new Creslan acrylic fiber to the "six senses of fashion" in a consumer drive to build recognition for the fiber. This full color page, via Ben Sackheim Inc., breaks in the March 28 Life.*

THE SENSATIONS—*This color page in the May 1 Vogue opens the new Creslan fashion campaign, built around the "sensations" experienced by the wearer of a Creslan garment.*

■ According to Charles W. Rice Jr., manager of advertising and promotion for the fibers division, the "six senses of fashion" provides the basis for "constructive promotion, rather than resorting to extravagant claims or highly competitive advertising."

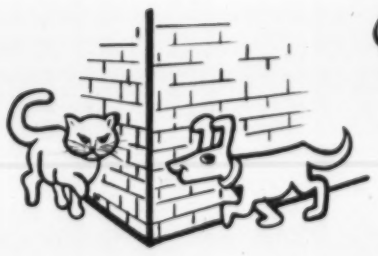
The recognition campaign ties in naturally with the fashion campaign, Mr. Rice believes. "The qualities imparted to a fabric by Creslan appeal to the six senses, but when you own a fashion containing Creslan, the appeal is felt in the sensation you experience."

Thus the fashion campaign stresses such ideas as "the sensation of inner glow," the "sensation of luxury," or other sensations experienced by wearers of fashions made of Creslan.

Ben Sackheim Inc. is the agency. #

Two Join Knox Reeves

Robert G. Pride has joined the creative department of Knox Reeves Advertising, Minneapolis, as a copywriter, and Jerry McCalla has joined the agency's production department. Mr. Pride formerly was with Ryan-Coleman Agency, St. Paul; Mr. McCalla previously had been with Hennepin Press and Frontenac Press, Minneapolis.



Expect BIG RESULTS in a SECOND*

*WISCONSIN'S GREAT 2nd METRO MARKET

GREEN BAY-APPLETON INTERURBIA

FACT #4

. . . where total FURNITURE AND APPLIANCE SALES reach $19,596,000 - SECOND in the State! Second also in Food Sales, Retail Sales, Automotive Sales, etc. Worthy of your consideration!

Saturate This Great Market with One Low Combination Rate

GREEN BAY PRESS-GAZETTE

APPLETON-NEENAH-MENASHA POST CRESCENT

Represented By SAWYER-FERGUSON-WALKER Co., Inc.

make sure you get the order

localized advertising in the state farm paper which has earned his confidence . . . brings buying results

Farmers like our kind of paper. It's local . . . an informed "next door neighbor" . . . because we edit only for Michigan people and Michigan agriculture. Farmers prefer us 2 to 1 over any other farm publication. Your product gains added interest and respect in this environment. Farmers become even more interested when you use techniques of STRAIGHT-LINE ADVERTISING — local pictures, case histories, prices, terms, dealer listings. We can insert these quickly and at low cost because we print by gravure. Want proof? Send for free folder.

Michigan Farmer

EAST LANSING, MICHIGAN

STRAIGHT-LINE ADVERTISING available also in —
THE OHIO FARMER • PENNSYLVANIA FARMER
THE INDIANA FARMER • THE KENTUCKY FARMER
THE TENNESSEE FARMER & HOMEMAKER

ADVERTISING

THERE'S SOMETHING
THE SAN

Golden Gate Bridge

FIRST
In Circulation

Ha

SUTTER 1-2424

RE

There's More
Of E

SPECIAL ABOUT FRANCISCO EXAMINER

Continuous Advertising Leadership

In 1959 The Examiner's total linage was over 10,000,000 lines more than the second newspaper!

This performance is typical – as far back as records go.

Wise advertisers know "You are not getting full sales impact unless you use The Examiner."

Northern Californians know *"You are not getting the news unless you read The San Francisco Examiner."*

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

AMERICA FIRST

n Francisco Examiner®

MONARCH OF THE DAILIES

FIRST In Advertising

PRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC. DAILY and SUNDAY

Newspaper M

Elgin Watch Sets $1,000,000 Drive for Its New Line

(Continued from Page 3)

pin-lever watches, which were increasing their market share.

■ While other jeweled watch makers attempted to reverse the trend by advertising which pointed up the value of jeweled watches, Elgin decided instead to find out what consumers were looking for in buying watches.

A Crossley S-D Surveys report showed that a good market existed for a low-price, brand name jeweled watch. The Sportsman-Starlite line, introduced a year ago, was designed for that segment.

The self-winding line was developed after research indicated one out of every three men said they wanted their next watch to be a self-wind.

Research also showed that people expected to pay about $50 for a quality watch, so Elgin reduced its Lord and Lady Elgin line to meet that expectation.

■ While redeveloping the product line, Mr. Moorman also restaffed his marketing department with a group whose average age is about 41 (he is 46). Each had been with the company from two to 15 years before being named to the following positions:

William E. Koch, 42, vp for marketing; S. M. Phillips, 45, national sales manager; D. P. Burch, 32, merchandise manager; Benjamin S. Staton, 42, customer relations manager; Gordon Howard, 56, advertising manager; William F. Schefelbein, 34, manager of trade material, and W. G. McMackin, 32, sales promotion manager.

With all its new watches now on the market, Elgin expects a healthy financial upswing this year and has boosted its ad budget by 30% to help things along.

■ For the past several years Elgin has had red ink troubles. The company reported a profit of $671,380 in fiscal 1957 (ended Feb. 28, '57), but then lost $6,982,076 the following year and $1,761,157 the year after that. The latest totals are not yet in, but fiscal 1960 should be in or near the black. Elgin had a profit of $900,000 at the end of the third quarter (Nov. 30), but doesn't ship many watches in December, January and February.

This spring the company will spend almost $1,000,000 on its ad campaign; an even larger amount is scheduled for next fall.

Tv will get 75% of the national budget this spring, with 25% for magazines. Newspapers will be used on a cooperative basis.

■ Elgin will co-sponsor a Jack Paar special (NBC-TV) April 26; has four spots scheduled for the "Jack Paar Show" May 2 through May 25; 12 spots on "American Bandstand" (ABC-TV) April 25 to May 31, and two spots on "Have Gun, Will Travel" (CBS-TV) May 21 and 28.

The magazine campaign in *Look* will include five b&w pages March 29, April 12 and 26, and May 10 and 24.

Much of the advertising for the Sportsman-Starlite low-price line will be directed toward the teen age market, since the company has learned that almost half of the 400,000 watches of that series sold last year went to teen agers, either by direct purchase or for gifts.

■ Dealers reportedly are enthusiastic about the new lines. Elgin said sales for the first two months of this year were up 77% over a year ago, and during the last week in February the company shipped more watches than it has in any single week during the last five years.

J. Walter Thompson Co., Chicago, is the Elgin agency. #

Wyoming High Court Weighs Appeal of Trade Stamp Ban

The supreme court of Wyoming has taken under consideration an appeal challenging the validity of a state law and a Casper city ordinance prohibiting trading stamps which are sold to merchants by stamp companies, but permitting merchants to give and redeem their own stamps.

William J. Wehrli, counsel for Gold Bond Stamps, National Gift Seal Co., Pioneer Savings Stamps and Sperry & Hutchinson, charged that the state law and the city ordinance were inspired by large merchants who want to monopolize trading stamps in the state.

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

Send for Booklet No. 59
"Clippings Benefit Business"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WA bash 2-8419

How many times will people look at your advertising in this one magazine?

What kind of people are they?
How able are they to buy your product?
How likely are they to turn to your advertising page?
How may this help make your advertising more effective?

Your advertising in any issue of Reader's Digest will have *60,947,000 opportunities to sell.*

This is the number of times people come face-to-face with the typical advertising page in the Digest. If you seek *the largest audience in the world, made up of people who are better educated and have more spending ability, that is precisely what you will get with the Digest.*

These truths come straight from the newest, most exacting evaluation of media, "Advertising Page Exposure in Four Magazines," just completed by Alfred Politz.

What you get in the Digest

If this 60,947,000 figure staggers the imagination, consider how simple its basis is:

- Each copy of the Digest is read by three people. (Doesn't that check with your own observation?)
- Each person reads something in it five times.
- So each copy is picked up and read by someone 15 times.
- On five of these times, a reader will turn to your advertisement. Since the Reader's Digest has a circulation of 12,000,000, your advertising will have over 60,000,000 opportunities to do its selling job.

This gives you twice as many opportunities to sell as you get from any of the three other magazines covered, and almost three times as many per dollar as from the average nighttime network TV program.

Your best customers!

What kind of people are they? Almost half the Digest's audience, 46.2%, is in the upper economic third of the country. Almost half, 45.3%, of all college graduates read an average issue of the Digest. And a college graduate has lifetime earnings of $268,000, more than twice those of a grade school graduate.

Will these people turn to your advertising? The better their education, the more likely they are to read the magazine several times and therefore to look at your own message. College graduates give Digest advertising pages 2.1 exposures each, compared to 1.8 for high school graduates and 1.2 for other Digest readers.

Extra attention from top prospects

This greater exposure to advertising extends also to higher-income readers. In the Digest you reach more desirable customers and prospects than you can anywhere else. The Digest gives you extra exposures among those most able to buy. The Digest gets 46.5% of its advertising page exposures from the top economic third of the country, 32.5% from the middle third and 21.0% from the lower third.

This new study will enable you to know *in advance* how many exposures you will get from owners, or recent purchasers, of automobiles, appliances, drug and grocery products, clothing, insurance . . . and every other important item that people buy.

Most important to your planning, you can know in advance how many times and what kind of people will turn to your own message in the Digest. *You can be sure that your advertising will be exposed to the right people.* No need to worry over whether anyone will be at home and listening, or watching.

This exposure study goes further than anything before it to take the guesswork out of advertising, to take the advertiser one giant step closer to a true measure of advertising effectiveness.

This research, co-sponsored by Reader's Digest and the Saturday Evening Post, is fully reported in the 84-page book, "Advertising Exposure." To get your copy ask any Digest representative or write for it on your letterhead to: Fred D. Thompson, Reader's Digest, 230 Park Avenue, New York 17, N.Y.

People have faith in
Reader's Digest
Largest magazine circulation in the U.S. Over 12,000,000 copies bought monthly

General Mills Sets New Push

General Mills will kick off a new ad campaign for Gold Medal flour in May with full-color page ads in May issues of *Better Homes & Gardens, Ebony, Good Housekeeping, Sunset Magazine* and *Woman's Day*, and the June issue of *True Story*. Chocolate cinnamon buns will be featured in the ads, and recipes for the buns will be printed on the flour sacks. The promotion also will be mentioned on the "Wyatt Earp," "Bronco" and "Sugarfoot" network tv shows. Dancer-Fitzgerald-Sample is the agency.

Agency Production Club Elects

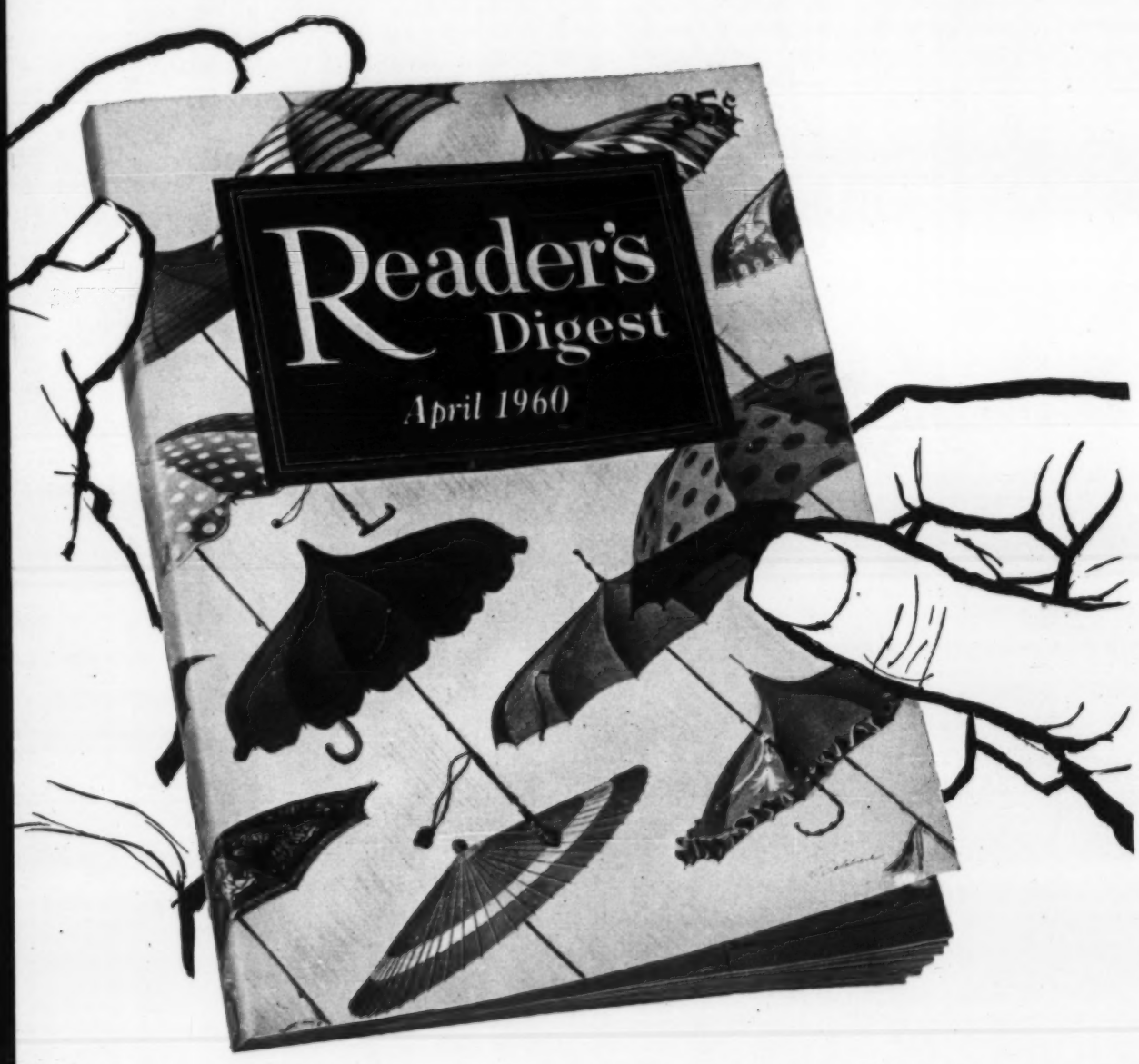
Ernst Neubauer, Campbell-Mithun, Chicago, has been elected president of the Advertising Agency Production Men's Club of Chicago. Other officers elected include Jack Ditton, Foote, Cone & Belding, vp; Robert Jackson, Kenyon & Eckhardt, secretary, and Edward Galdikas, Cunningham & Walsh, treasurer.

Hotpoint to Launch Drive

The Hotpoint division of General Electric Co., Chicago, will launch a three-month promotion for its ranges, refrigerators, dishwashers and food freezers in April. Four-color ads and b&w ads are scheduled for *American Home, Better Homes & Gardens, Ebony, Good Housekeeping, The Saturday Evening Post* and *Time*.

Formica Names Two

Formica Corp., Cincinnati, has named John F. Schroeder advertising manager for industrial and flakeboard products and promoted James A. Costello from assistant to ad manager for decorative products. Mr. Schroeder formerly was ad manager of Companion Products Co., Wheeling, W. Va.



Advertising Costs and Exposures

	Total exposures per advertising page	Advertising page exposures per reader	Cost per 1000 exposures
Reader's Digest	60,947,000*	1.7*	59¢*
Post	30,861,000	1.3	85¢
Life	30,110,000	1.0	98¢
Look	30,702,000	1.1	84¢
All 4 Magazines (1 issue each)	152,620,000	2.3	77¢

*On the average, people will look at your advertising page in Reader's Digest 60,947,000 times. This amounts to 1.7 exposures per Digest reader. With a black-and-white page, the cost per 1000 exposures is 59¢.

'Life,' 'McCall's,' 'Vogue' Set Rates, Circulation Bases

NEW YORK, March 22—*Life, McCall's* and *Vogue* this week announced new rates and circulation figures.

Life, effective with its Sept. 12 issue, will increase its circulation base from 6,500,000 to 6,700,000, while rates for a b&w page will go from $29,375 to $31,150.

McCall's, effective with its October issue, will boost its circulation guarantee from 6,000,000 to 6,300,000 and will increase its b&w page rate from $22,990 to $26,775.

In a letter to advertisers, *McCall's* ad director, Thomas Buck, blamed increases in the cost of paper and postal service as partly responsible for the magazine's higher rates. He pointed out, however, that the magazine's new four-color rate ($32,120) is almost "exactly in line with *McCall's'* increase of 21% in guaranteed circulation over the past year." Increased paper costs, he said, have added an extra $50,000 to the cost of producing an issue.

Vogue, effective immediately, has increased its circulation base from 370,000 to 400,000, or 8.1%. Effective with its January, 1961 issue, the magazine will increase national display ad rates from $3,950 to $4,200 per b&w page.

■ Earlier this month, paper companies announced a price hike of $10 per ton on coated paper, effective April 1. C. C. Westland, chairman of the production committee of the Magazine Publishers Assn., said the hike affects all magazine papers and "every major magazine, with a few possible exceptions."

As an example of new paper costs, Mr. Westland noted that the price of 40 lb. coated stock—a type commonly used by publishers—will go from $230 to $240 per ton. #

Gosman to Albert Morse

A. D. Gosman Inc., a division of Precision Processing Corp., Carteret, N. J., has appointed Albert L. Morse & Co., New York, to handle its advertising. Raymond Advertising, Newark, is the previous agency.

WTRF-TV STORY BOARD

OVERHEARD: "I knew about etiquette when Emily Post was just a stump."
wtrf-TV Wheeling

A man doesn't have to be a bigamist to have one wife too many.
wtrf-TV Wheeling

The man strode into the bank and asked to borrow $50,000.

"Certainly," said the president. "Can you give me a statement?"

"Yes," said the man, "it will be a pleasure AND you can quote me. *I'm very optimistic!*"
wtrf-TV Wheeling

Folks around here are plenty optimistic . . . this is a rich and busy area and the industrial boom underway has unleashed enthusiasm that is sparking in every corner of the 36-county area covered by WTRF-TV. People sparked with enthusiasm SPEND . . . two million in the Wheeling Market spend nearly two billion dollars annually in the 7,500 retail outlets here.
wtrf-TV Wheeling

Ask Paul J. Quaiver of Classified Cartoons in Chicago to tell you the one about nails with threads on them. Some things about the hardware biz are unprintable but a bold thanks to you, Paul.
wtrf-TV Wheeling

Promotion man Jim Knight says, "Many couples think they are stuck on each other when they are only plastered."

Ask Hollingbery for WTRF-TV

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

CHANCE?....

OR CHOICE!

SELECT THE MEDIUM THAT DELIVERS THE MARKET WITH A PROFITABLE DIFFERENCE

If the queen you're hoping to draw is the lady who shops for the better-off household, don't bank on chance to turn her up. Even if you want to get every man-jack in the U.S. able to buy much, don't leave it to chance. Leave it to magazines to choose exactly the kind of market that fits your needs. Magazines select the people you want to reach...your best customers and prospects, the better-off families that do more buying.

Maybe that's not news, because you already know magazine readers buy more. How much more is shown by the recent authoritative "Study of the Magazine Market," based on research conducted by the Market Research Corporation of America. For example, households with heavier exposure to magazines spend $28 million more on canned fruits per year...own 1,791,000 more automatic washers...buy $5 billion more insurance yearly, than households with heavier exposure to television! And so on all the way down the line in actual buying of rapid-turnover products, durable goods and services. That's what magazines' power of selectivity adds up to—a solid Profitable Difference to the advertiser, because magazine readers buy more.

Get the facts in the new "Study of the Magazine Market"—ask your magazine salesman for the complete report, or write to the Magazine Advertising Bureau of MPA. It will mean a Profitable Difference to you. The Magazine Advertising Bureau of MPA, 444 Madison Avenue, New York 22, N.Y.

MAGAZINES...FOR THE PROFITABLE DIFFERENCE

C. T Nounnan, 83, Veteran Outdoor Specialist, Dies

LOS ANGELES, March 22—Charles T. Nounnan, 83, veteran outdoor specialist, died here March 12 after a long illness. Retired since 1954, he had been in outdoor advertising since the turn of the century.

His first association was with Varney & Green, predecessor to Foster & Kleiser in San Francisco. In 1906, while sales manager for the outdoor company, he was instrumental in starting White King Soap Co. in outdoor, which was credited with establishing that company in the soap business in the West, and marked the beginning of a long association.

Mr. Nounnan originated the idea of outdoor signs in series, and for White King created the characters of a nine-year-old girl with a wire-haired terrier, which figured in a new situation each month.

■ About 1915, he left Foster & Kleiser to become an outdoor specialist consultant for White King. In that capacity he bought outdoor through a number of agencies.

Mr. Nounnan moved to Los Angeles in 1930, becoming associated with Smith & Brum. When that agency went out of business, he joined Raymond R. Morgan Co. where he continued as outdoor specialist for White King until his retirement in 1954.

Many outdoor locations in the West were originally selected by Mr. Nounnan, and Folger coffee is still using boards put up for White King more than 20 years ago, when it was a Morgan account.

JOHN E. GEFAELL

NEW YORK, March 22—John E. Gefaell, 69, retired newsprint executive, died here Sunday following a long illness.

After his graduation from the University of Wisconsin in 1912 he served as sales manager and an officer of the Interstate Paper Co., newsprint and cigaret paper importer. Later he became vp for sales of Parsons & Whittemore, New York, importer of wood pulp and paper.

In 1935 and 1936, Mr. Gefaell and Lynn E. Aldrich, of Chicago, were instrumental in the reorganization of the old Great Lakes Paper Co. Ltd., Fort William, Ont., manufacturer of newsprint and sulphite pulp.

The two men bought the assets of the company, then in receivership, on behalf of some 25 American newspapers including the *Chicago Daily News*, and conveyed them to a new company of the same name, formed in 1936.

Mr. Gefaell became vp and sales manager of the reorganized company. He retired in 1955.

ROBERT G. WHITE

CHICAGO, March 22—Robert G. White, 43, a copy supervisor at Leo Burnett Co., died March 20 in Highland Park Hospital.

Mr. White joined Leo Burnett in 1947 as a copywriter in the Los Angeles office. He returned to Chicago in 1949 and was promoted to co-copy supervisor on the Pillsbury account. In the spring of 1954 he went to work for Needham, Louis & Brorby as a copy supervisor, returning to Burnett in December, 1958, as copy supervisor once more, on the Pillsbury account.

Before joining Burnett in 1947, Mr. White was a copywriter at J. Walter Thompson for six years, after spending a year with CBS Radio as a script writer.

ALEX P. GUDMAND

PATERSON, N. J., March 22—Alex P. Gudmand, 68, director of publicity and promotion at Parkson Advertising Agency, New York, died Sunday at St. Joseph's Hospital here of a heart attack. A resident of Wayne township, Mr. Gudmand was with Whelan Drug Co. for more than 40 years and was advertising and sales promotion director in 1956, when he left to join Parkson.

FLORENCE BARRETT

WEST HARTFORD, CONN., March 22—Miss Florence E. Barrett, 79, former advertising manager of Connecticut General Life Insurance Co., died yesterday at her home. A native of Somerville, Mass., and a 1903 graduate of Radcliffe College, Miss Barrett was advertising manager of the insurance company from 1918 until her retirement in 1949.

Blewer to Join Texas Gas

John R. Blewer, formerly financial relations manager of Bozell & Jacobs Inc., New York, has been named director of public relations of the Texas Gas Transmission Corp., Owensboro, Ky., a Bozell client, effective April 1. He succeeds George W. Anders, who has been named director of financial relations, a new post.

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.

431 S. Dearborn St. • Chicago 5, Illinois

Wylie to Lambert & Feasley

William A. Wylie, formerly an account director in the tv-radio department of McCann-Erickson, has joined Lambert & Feasley, New York, as vp in charge of tv and radio. He succeeds John Bates, who resigned Jan. 1.

Two Join Palmer, Codella

Palmer, Codella & Associates, New York, has appointed James S. Peck, formerly a copywriter with Rumrill Co., an account executive and R. Thomas Willson, previously assistant sales manager of Putnam Publishing Co., director of merchandising services.

Thomas Joins Tatham-Laird

William H. Thomas, for the past five years vp in charge of radio-tv at Fitzgerald Advertising, New Orleans, has joined Tatham-Laird, New York, as director of radio-tv and media, a new post.

Barclay Will Push Consumer Contest

NEW YORK, March 22—Barclay Mfg. Co. will use two-thirds of its $300,000 advertising budget in 1960 to support Barclay/Barclite Sweepstakes, consumer and trade contest, to be announced in trade publications next month.

A total of 353 prizes, representing about $50,000 and including a $7,000 swimming pool, will be offered to consumers, who must obtain entry blanks from Barclay dealers. Entrants in this category will be told there's "nothing to buy, no work to do" in a consumer drive to be kicked off in May. Trade prizes have been designed as sales incentives. Barclay produces plastic coated, prefinished wall panels and reinforced fiber glass panels.

■ The company will use b&w spreads in *American Lumberman & Building Products Merchandiser, Building Supply News* and *Southern Building Supplies* in April to announce the contest to the trade.

LAUNCHES CONTEST—*This four-color page in the May 14 Saturday Evening Post will launch Barclay Mfg. Co.'s $50,000 "Barclay/Barclite" home improvement contest. Contest was developed in conjunction with S. J. Reiner Co., contest consultant, and Chester Gore Co., Barclay's ad agency.*

Four-color pages will appear in the May 14 issue of *The Saturday Evening Post;* Sunday supplements of the *Atlanta Constitution, Boston Globe, Houston Chronicle* and *New Orleans Times-Picayune* on May 22; the June *Good Housekeeping,* and some *American Weekly* issues of June 12.

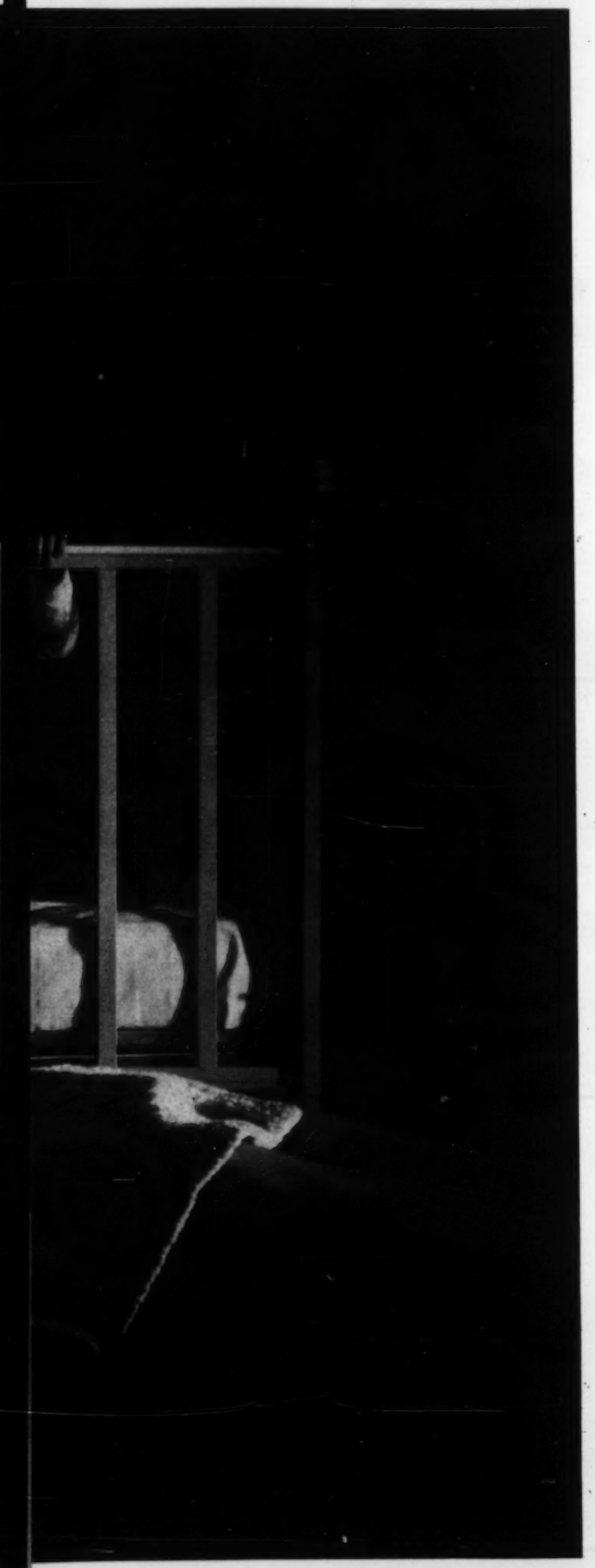
Counter displays, ad reprints and newspaper mats will support the campaign.

The contest was developed jointly by Barclay, Chester Gore Co., its agency, and S. J. Reiner Co., contest consultant. ♯

8 Office Equipment Companies to Run Joint Ad in 'BW'

Eight manufacturers of office equipment and accessories used a joint six-page, full-color gatefold ad in the March 26 issue of *Business Week.* The companies are Columbia Office Furniture, Olympia Typewriters, Coronado Suits, General Electric, Sunroc Water Coolers, Mongol Pencils, Telefunken and Johns-Manville.

Each manufacturer is backing the program by mailing reprints and distributing collateral sales aids. Leonard F. Fellman Co., Philadelphia, prepared the program.



Intimate View of the Population Explosion

Two years ago the alert readers of these pages backed us into a corner. One of our advertisements featured a young mother and infant at peace with the world watching television. Something was missing — mother's wedding ring! We heard about it.

To quell the tempest it was necessary to quote Dr. Harry Ezell, an O.B. well-known in these parts: "In the period immediately following childbirth, many young mothers find shoes, girdles and wedding rings to be physically uncomfortable. So in the privacy of their own homes, they take them off."

In closing the case we present the happily married mother, *her ring* and her two healthy examples of Central Ohio's own population explosion. You will be astonished to learn that nearly 700,000 babies have arrived in Central Ohio since World War II. To keep this growing Central Ohio family informed and in good humor is our responsibility at WBNS-TV.

Baby-tending may keep our Central Ohio girls housebound, but don't think they're provincial. Channel 10's supply of 5,000 World Affairs news maps was oversubscribed in short order by a deluge of quarters from 51 counties and 233 communities.

WBNS-TV programming reaches the after-school and after-work audiences with equal success. This program balance requires a sure native understanding of Central Ohio where we were born and raised.

With such a direct line available to such an attractive market, time buyers wrap it up in these ten words: "*If you want to be seen in Central Ohio — WBNS-TV.*"

WBNS-TV

CBS Television in Columbus, Ohio

Recipient of the Gold Medal Award for Best Children's Program in the Midwest region by TV-Radio Mirror Magazine.

MERCHANDISING AND MARKETING EXECUTIVES SEEKING SOLUTIONS FOR PROBLEMS OF THE SIXTIES

should attend 27th annual

National Premium Buyers Exposition

. . . the hub of the premium and incentive merchandise industry

April 4-5-6-7, 1960
NAVY PIER ● CHICAGO

AT NPBE, you find practical-idea men of the great premium industry . . . men of experience who have helped others solve tough marketing and merchandising problems. Here are men with records of success . . . men with ideas, who can help you get merchandising programs underway, and aid your company in getting a head start in the new decade of the 60's. It will pay you to talk with these men.

Just ONE new idea will more than pay for your time in attending.

For admittance badges to this exclusive trade show write on your business letterhead

A. B. COFFMAN ASSOCIATES

Exposition Managers
28 East Jackson Blvd.
Chicago 4, Illinois
Phone WEbster 9-0980

NPBE is under the auspices of the Premium Advertising Association of America, Inc.

PHOTOGRAPHIC REVIEW OF THE WEEK

Anderson Wade O'Keefe Murphy Fawcett

AWARDS—*At the Mid-America Industrial & Marketing Conference, co-sponsored by the Chicago and Milwaukee chapters of the Assn. of Industrial Advertisers (AA, March 14) the tf Club of Chicago salesman of the year award was made to Philip O'Keefe, Materials in Design Engineering, winner of the $500 award and certificate, and the honorable mention awards to Jim Anderson, Architectural Record, and Jim Fawcett, Pocket List of Railroad Officials. Bill Wade, Stanley Publishing Co., represented his company, which gave the award. Jim Murphy, Allis-Chalmers, represented the judges.*

BUILDERS HARDWARE?—*Midwestern Service & Sales Inc., Columbus, O., Volkswagen dealer, tied in with the national advertising for Volkswagen with this showroom display, all from its parts stock. Display follows the national advertising's "Repair 'em? We've Got Enough Parts to Build 'em!" theme.*

OUTDOOR BOW—*The first major use of outdoor advertising by Prudential Insurance Co. of America is being done with the above 24-sheet poster throughout Ohio, as the first of a series planned for the area. Reach, McClinton & Co. is the Prudential agency.*

Murphy Miss Syracuse Clements Guckenberger

SOUNDING BOARD—*National Biscuit Co. is using this wired-for-sound outdoor board in Syracuse to promote its Millbrook bread. Board broadcasts music by Muzak. Music is said to be audible even in passing closed cars. Shown here at opening day ceremony are Edward Murphy, WSYR, Syracuse NBC radio outlet; Da-Laine Barfield, "Miss Syracuse"; A. A. Clements, manager of Nabisco's Syracuse bakery, and A. F. Guckenberger, McCann-Erickson.*

Steele Wright Elliott Ziebell Murphy Eckhardt Doyle Nicholas

FASHION PARADE—*Members of the committee of the Women's Advertising Club of Chicago's Easter Fashion Parade party take a bow after the gala event. They are Edith Steele, Steele & Associates; Virginia Wright, the Fair; Jeannette Elliott, George H. Hartman Co.; Fern Ziebell, Able Inc.; Leona Murphy, Stoetzel & Associates; Ruth Eckhardt, Bonwit Teller fashion coordinator; Patricia Doyle, Drake Publishing Co., and Betty Nicholas, free lance writer.*

Mortimer Humphrey Kellstadt Gray

CONFERENCE—*At the Ad Council's White House conference March 15-16 (See "In Washington," AA, March 21) are Charles G. Mortimer, General Foods; George M. Humphrey, National Steel; Charles H. Kellstadt, Sears, Roebuck; Gordon Gray, special assistant to the President; Neil H. McElroy, Procter & Gamble; Dr. Gabriel Hauge, finance committee, Manufacturers Trust Co., and Mr. Humphrey again.*

McElroy Hauge Humphrey

PERFECT—*This color page with the one word is the first side of a two-page insert in photographic magazines for Perfect Photo Inc., Philadelphia-based national photo processor. Erwin Wasey, Ruthrauff & Ryan, Philadelphia, recently acquired the account.*

pinpoint magazine coverage
in your market(s) with...

locally edited gravure magazines

in St. Louis ... in any Region or throughout the Nation!

The nation's 52 locally edited gravure magazines are your tactical ad force in 39 major markets.

Here are 12 of the best ...

AKRON BEACON JOURNAL • ATLANTA JOURNAL AND CONSTITUTION • COLUMBUS DISPATCH • DENVER POST • HOUSTON CHRONICLE • INDIANAPOLIS STAR • LOUISVILLE COURIER-JOURNAL • NEWARK NEWS • NEW ORLEANS TIMES PICAYUNE • PHOENIX ARIZONA REPUBLIC • ST. LOUIS GLOBE DEMOCRAT • TOLEDO BLADE

THEY DIG IT THE MOST ...THE NEW AMERICAN HOME

Young marrieds are with it. The new American Home is their kind of magazine because it is created by the youngest editorial talent of any major magazine. Exuberant, imaginative, genuinely helpful—it's the book 12,000,000 men and women plant with, furnish with, decorate with, build with, remodel with. Sales sprout when you advertise here because this is the magazine they use when they're ready to buy. Get to know the new American Home—brilliantly redesigned to suit the needs of the sixties. ■ **BUILDING.** The new American Home shows more homes than any other major maga-

zine—more merchant-built homes than all other major magazines together. No wonder a greater percentage of American Home families build and buy homes than do the families of any other major magazine! ■ **REMODELING.** For 10 years, a greater percentage of American Home families have remodeled and improved their homes than have the families of any other major magazine! ■ **MEAL PLANNING.** The new American Home devotes more of its pages to the subject than any other major magazine. On the average, 60% of all families say they use or plan to use American Home's recipes 30 days after publication! ■ **FURNISHINGS.** American Home devotes more of its pages to home furnishings, decorating, appliances, housewares than any other mass magazine! ■ **GARDENING.** American Home has greatly increased its pages on gardening. Its editorial staff has been increased to provide the most authoritative coverage in its field. ■ The new American Home is the home-service magazine of the sixties. Its readers get more out of it—do more with it. Discover the new American Home!

A Curtis Magazine read by 3,600,000 families with a consuming interest in the home.

Eberhard Faber Gets New Name, Mark; Sets Drive

NEW YORK, March 22—Eberhard Faber Pencil Co. has dropped the "pencil" from its 111-year-old name and changed its name to Eberhard Faber Inc. The name change will "permit broader use of the Eberhard Faber name for the purposes of diversification and acquisitions which we contemplate," according to Louis M. Brown, president.

The company also has altered its trademark and is incorporating it into its advertising for the first time. The old trademark was a star framed by a diamond. The new version has the diamond framing the letters "EF."

For 1960 the company has scheduled a $500,000 campaign for its writing supplies. In addition to ads in *Business Week* and *Newsweek*, the company is using *Art Direction, Art Material Trade News, Catholic School Journal, Chain Store Age* (supermarket and drug editions), *Geyer's Dealer Topics, Graphic Science, International Blueprinter, Journal of Accountancy, Journal of Commercial Art, Management & Business Automation, Modern Stationer, National Stationer, Office, Office Appliances, Overview, Pacific Stationer, Purchasing Magazine, Southern Stationer, The Draftsman, Today's Secretary*, and *Variety Store Merchandiser*.

Al Paul Lefton Co. is the agency.

■ The renamed company is parent of seven wholly-owned subsidiaries: Eberhard Faber Pen & Pencil Co.; Graphite Pencil Co.; Eberhard Faber Toy & Game Co.; Eberhard Pencil Co. of Canada; Eberhard Faber K. G. (Germany); Eberhard Faber Pan-America and Eberhard Faber International. #

Gassaway, Piemeisl, Lewane Promoted at Hamilton Beach

William B. Gassaway, formerly manager of advertising and sales promotion of Hamilton Beach Co., Racine, Wis., appliance maker, has been named sales manager of the company, succeeding Clarence J. Piemeisl, who has been promoted to the new post of assistant general manager.

Wm. B. Gassaway

Roy A. Lewane, who previously was assistant advertising manager, has been named ad manager, succeeding Mr. Gassaway.

Volvo Names A&C

Volvo Import Inc. has appointed Anderson & Cairns, New York, to handle advertising for Volvo's Swedish-built marine and industrial engines, effective April 1. The agency already handles the Volvo automobiles and trucks.

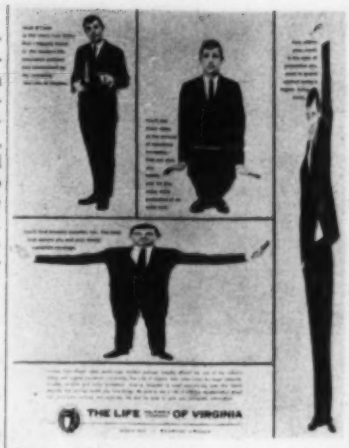
PAINT A ROSY SALES PICTURE
with the famous low-priced
BVI
ELECTRIC PAINT SPRAYER
GREAT for premiums, contests, sales incentive programs.
For more details contact:
BURGESS VIBROCRAFTERS, INC.
Dept. A-60 • Grayslake, Ill.

Peters, Griffin Names Three

John B. Sias, vp of Peters, Griffin, Woodward, has been transferred from the radio-tv station representative's New York headquarters to the San Francisco office, where he will head tv sales. Andrew P. Powell, formerly head of tv sales in the San Francisco office, has been transferred to the New York tv sales staff. John M. Brigham, previously with WCBS-TV, New York, has joined the tv sales staff in New York.

Papert, Koenig Adds Granada

Papert, Koenig, Lois, New York, has been appointed to handle advertising in the U. S. for Granada Television, one of Britain's television program contractors. The company had no agency here previously. Papert, Koenig has named Bernard Turck, formerly an account executive with Sudler & Hennessey, general manager, and Louis Musachio, previously with Batten, Barton, Durstine & Osborn, an art director.



FIRST—*Life Insurance Co. of Virginia, Richmond, will use this ad in its first appearance in consumer magazines. The ad appears in the April 9 issue of The Saturday Evening Post. Cargill, Wilson & Acree is the agency.*

'Hablemos' Adds Tenth Distributor—Guatemala Daily

NEW YORK, March 16—*Hablemos*, Caribbean area Sunday supplement, has added a 10th paper to its string—*Prensa Libre*, in Guatemala City.

This adds 30,000 copies to its circulation, giving it a weekly total of 340,000. Rates will remain unchanged.

Hablemos, a Spanish-language magazine published in New York by Suplementos Asociados, also reports that it will continue to be distributed in Cuba by *El Mundo*, a newspaper recently "intervened" by the government.

The new management at *El Mundo* has informed Suplementos that it wants to continue the supplement.

Operating in the turbulent Caribbean, *Hablemos* has problems that are probably unique in the publishing business. The staff here reads the *New York Times* in the morning to see in what countries *Hablemos* is still in business. One of the current trouble spots is the Dominican Republic, where *La Nacion*, a *Hablemos* distributor, is under a 90-day suspension for falling out of favor with the government. The newspaper expects to resume publication with new faces April 10.

Buy Vitamins from Pharmacy

The Pharmaceutical Society of the State of New York, an organization representing retail druggists, has prepared an ad urging consumers to buy vitamins only through a pharmacist. The ad, fourth in a series, will be sent to members for placement in newspapers.

Stone & Simons Moves

Stone & Simons Advertising, Detroit, has moved to its own new building at 15301 W. 8 Mile Rd.

Information for Advertisers

"This is Washington," a 16mm color market data film on consumer buying and radio listening habits in the Washington market, has been prepared by **WTOP**, Washington. Additional information is available from WTOP, Broadcast House, Washington.

• A market data brochure on Keene, N. H., including facts on retail sales and employment, has been published by the **Keene Evening Sentinel.** Additional information is available from James D. Ewing, publisher, *Keene Evening Sentinel*, Keene, N. H.

• **Ice Cream Field** has completed its eighth annual survey of industry trends, giving data on selling areas, average pricing and plant changes. The survey is available from Alfred Feuer, editor, *Ice Cream Field*, 23 W. 47th St., New York 36.

• A map showing the location of the Spanish population in New York City and the percentage of the Spanish population against all others is available from Philip A. Malkin, director of advertising, *El Diario De Nueva York*, 164 Duane St., New York 13.

• A 90-page directory, compiled from an eight-part series in **News Front**, covering sales, profits and other data of 3,000 leading U. S. corporations ranked according to industrial classification, is being offered at $1 per copy by *News Front*, 21 W. 45th St., New York.

• Names and addresses of more than 3,000 architects and architectural companies who design hotels, motels, schools, colleges, hospitals, clubs, restaurants, etc., are included in a "Directory of Selected Architects Who Design Institutions," published by **Institutions Magazine.** Copies are available from *Institutions Magazine*, 1801 Prairie Ave., Chicago 16, at $250 per copy. The directory is available to *Institutions'* advertisers for $100 per copy.

• A check-list chart outlining 10 basic elements for a complete technical information program, "What Is a Technical Information Program," is available from **Harry W. Smith Inc.**, 41 E. 42nd St., New York 17.

• A new and detailed statistical analysis of "Today's American Market," including data on disposable income, personal spending and savings, wage and salary receipts, household income by occupation and prices vs. earning time, has been completed by **Macfadden Publications.** Copies are available from Gene Waggaman, Macfadden Publications, 205 E. 42nd St., New York 17.

• "A Survey of Buying Plans Conducted Among Leading Bottlers," listing buying plans for air conditioning and heating equipment, building materials, office machines and furniture and materials handling equipment, has been published by **Nation's Business.** Additional information may be obtained from Herman C. Sturm, director of advertising, *Nation's Business*, 711 Third Ave., New York 17.

• **Aircraft & Missiles** has begun distribution on a national basis of its new monthly newsletter, "Aerospace Newsletter," which summarizes management trends and technical developments in space flight industries. The newsletter is distributed free to the magazine's regular promotion list but advertisers and prospects may obtain subscriptions at $1 per annum for members of their sales and marketing staff from *Aircraft & Missiles*, Chestnut and 56th Sts., Philadelphia 39.

NEW—*Quality Chekd Dairy Products Assn.'s milk carton has been changed by Walter Landor & Associates from the old carton at left to the one at right. The association name and the local dairy signature receive greater emphasis.*

• **American Weekly** has published a detailed analysis of the magazine's audience based on the most recent Starch Consumer Magazine Report. Copies of the "American Weekly Family," which compares the composition of the *American Weekly* audience with U. S. census data and other Sunday and general magazine audiences, are available from the research department, *American Weekly*, 575 Lexington Ave., New York 22.

• A market data study of the Detroit area, giving information on population, housing, labor force, family income, retail sales per family, supermarket chains, major retail chains, new passenger car sales and retail sales patterns, has been published by the **Detroit News.** Additional information on the study, "Picture of the Detroit Market, 1960," may be obtained from the *Detroit News*, Detroit. #

Toni to Enforce Fair Trade

Toni Co., Chicago, will continue enforcement of fair trade during 1960 in all states having fair trade laws. Reporting on activities in 1959, Toni said 32 permanent injunctions were obtained against retailers in various states enjoining the sale of products of Toni at less than fair trade minimum prices.

STOP HIM

and 5,000,000* more young men "on the go" who shop in P.A.G. pages every month!

To smoke him out, be cagey. Buy P.A.G. That'll stop him! Five million young men slow down every month for Petersen's Automotive Group... *his* kind of reading. What's our strategy? In a word, cars. ■ It's his passion for wheels that makes him reach for, read, and rely on P.A.G. In fact, *more young men between 18 and 30* apply these 3 R's to P.A.G. *than any other magazine.* ■ But he has another quirk: He spends. He way outdoes his Dad: toothpaste, hair creams, cameras, clothes, cigarettes, soft drinks, motor boats—name it. He buys it: ■ 70% smoke one or more packs of cigarettes a day. 88% purchase their own toiletries. 94% buy suits by brand name. 61% buy new cars, one of their many hobbies. (P.A.G. reader buying habits per latest Eugene Gilbert survey) ■ Want to score with more young men for your dollars? Phone or write your nearest P.A.G. representative today!

Petersen Publishing Co.

LOS ANGELES: *5959 Hollywood Blvd. • HOllywood 6-2111*
SAN FRANCISCO: *155 Montgomery St. • EXbrook 7-5367*
DETROIT: *3337 Book Building • WOodward 3-8245*
CLEVELAND: *834 Schofield Building • MAin 1-1139*
CHICAGO: *360 North Michigan Avenue • FRanklin 2-6067*
ST. LOUIS: *915 Olive Street • GArfield 1-5153*
NEW YORK: *17 East 48th Street • PLaza 1-6690*

*READERSHIP: 5,000,000. GUARANTEED CIRCULATION: 1,332,000

of P.A.G. readers in one consumer product. For more facts and figures, call on a P.A.G. representative.

prestige
MAGAZINES

for their important color lithography work rely on The Regensteiner Corporation, now celebrating 50 years of service as one of the nation's largest producers of quality color printing.

Our 50th YEAR

REGENSTEINER CORPORATION
award-winning color/black & white lithography
Jackson Boulevard and Racine Avenue
MOnroe 6-4200 • Chicago 7, Illinois
New York office: 520 Fifth Avenue
OXford 7-0167

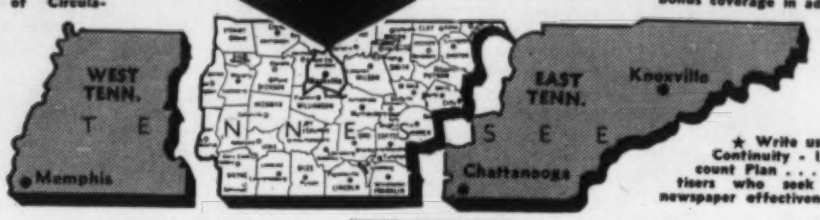
TENNESSEE IS REALLY 3 STATES!

We can show you how to dominate

The BIG MIDDLE Area

Your audience for newspaper advertising is guaranteed by the Audit Bureau of Circulations.

Your advertising message will reach 9 out of 10 homes in Metropolitan Nashville; over HALF the homes in the Retail Trade Zone (shown here) with bonus coverage in adjacent areas.



★ Write us about our Continuity - Impact-Discount Plan . . . for advertisers who seek maximum newspaper effectiveness.

Nashville Banner
PLAN $16 MILLION IN HOMES
Evening

THE NASHVILLE TENNESSEAN
MID-STATE GAINS NEW PLANT
Morning ● Sunday

NEWSPAPER PRINTING CORPORATION, Agent
Represented Nationally by THE BRANHAM CO.

Magazines, Direct Mail Hit by P. O. in Bid to Get Congress to O.K. Rate Hike Bill

WASHINGTON, March 22—Postmaster General Arthur Summerfield pointed his blunderbuss at publishers and direct mail advertisers again last week in an effort to work up congressional support for a $550,000,000 postal rate increase bill.

He told Congress the average piece of second class mail, "which consists largely of magazines," costs the Post Office Department about 4¢ more to handle than the amount of postage paid for service. He said direct mail is now the second largest advertising medium in the nation, exceeded only by newspaper advertising, and that "the taxpayer will carry the burden of paying over 1¢ for the average piece of third class mail delivered to him."

■ The rate bill introduced in the House and Senate last week at the Postmaster General's urging would result in an increase of one-half cent per piece on every newspaper or magazine mailed at zone rates, and on each item of bulk third class mail. The bill also abolishes "free in county" delivery of newspapers, and imposes stiff rate hikes on non-profit publications and small publications for local delivery.

Over $400,000,000 of the proposed revenue would come from a 1¢ increase on letters and postcards, and an additional $18,000,000 from increases on air mail.

■ Revenues from second class would be increased by 40%, with much of it from small publications and those which now pay only nominal rates. Much of the third class increase of $85,000,000 would be obtained by raising the rate on bulk third class from $25 per thousand, due to be effective July 1, to $30 per thousand.

The bill is most far-reaching in its changes on second class. Besides eliminating "free in county" delivery of newspapers, the bill involves higher rates on all kinds of publications mailed for local delivery. It revives a rate plan discarded by Congress two years ago which requires non-profit organizations to pay a second-class rate equal to 50% of the amount paid by zone rate commercial publications.

■ The plan to put "non-profits" on a 50% discount basis was approved by the Senate post office committee two years ago, but was eliminated in a floor fight in the Senate. Currently they now pay a nominal rate of 1½¢ per pound only, or a minimum of one-eighth of a cent each, the same rate they paid before World War II.

The plan leaves pound and zone rates for commercial publications at the same level established in the 1958 rate bill, with the final zone rate increase specified in that bill to go into effect Jan. 1.

But in addition it provides for a new surcharge of one-half cent each on each of the more than 5 billion newspapers and magazines mailed at zone rates. #

Ruppert Launches Yankee

Jacob Ruppert, New York, has introduced Yankee, a low-priced beer, to be distributed in eight or nine northeastern states. A newspaper campaign is being used initially. Compton Advertising is the agency. Ruppert also will produce Empire State, a medium-price brand, for distribution to New York State wholesalers only. A point of purchase drive will be used. No agency has been named.

'Time' Advances Three

Roy Alexander, formerly managing editor, has been named editor of *Time*, a post held from 1923 to 1949 by Henry R. Luce and unfilled since. Succeeding Mr. Alexander as managing editor was Otto Fuerbringer. Thomas Griffith, foreign news editor, becomes assistant managing editor.

'This Week' Boosts Helsel

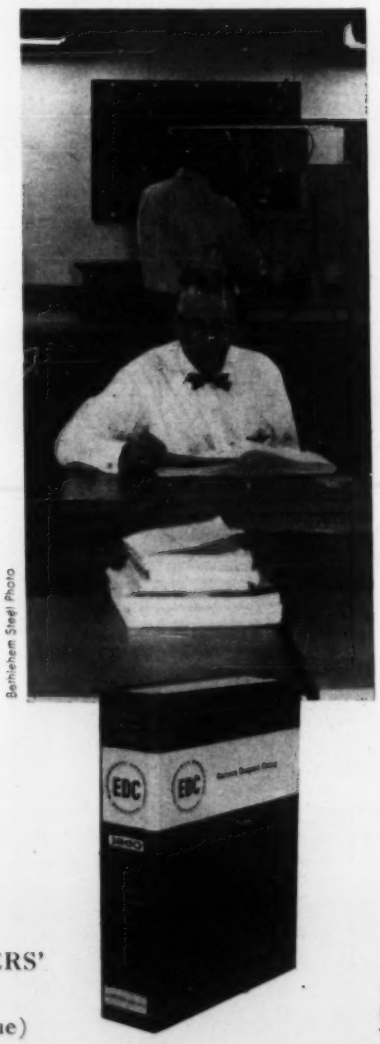
Raymond A. Helsel, on the sales staff of *This Week Magazine* since 1955, has been named manager of the grocery division, marketing department. He succeeds Raymond T. Bailey, who has joined J. Walter Thompson Co.

RAB Promotes Meden

Harold S. Meden has been promoted to promotion manager of the Radio Advertising Bureau, New York. He was formerly assistant to the vp and director of promotion, Miles David.

HOW TO KEEP AN ELECTRONIC CATALOG ALIVE ALL YEAR LONG

Put it where it can be used every day . . . in *Electronic Designers' Catalog*. Why will the engineer use EDC? Because it is the only complete source of new product information available to him. Incorporating over 6,000 electronic product descriptions, EDC enables the designer to review all the latest developments at a glance, then choose the components and materials most suitable to his project. From the product write-ups he turns to EDC's Catalog Section, where you can provide him with all characteristics and data he needs to specify. Here is a new link between the buyer and seller of electronic products in the EOEM; a new selling service for the electronic manufacturer. A circle on the Reader Service Card . . . a description on the Application and Specification Data Form . . . or a call to your local office, and the order is yours. EDC is distributed to *Electronic Design's* 37,000 key design engineering subscribers, plus 4,000 sales and purchasing executives—offers savings up to 70% of ED page rates. Closing date: June 30th. Phone or wire collect for more information, or write for descriptive booklet: "EDC—A New Selling Service".



Bethlehem Steel Photo

ELECTRONIC DESIGNERS' CATALOG
EDC
(*Electronic Design's* 27th Issue)

a HAYDEN publication
830 Third Avenue, New York 22, N.Y.
Telephone: PLaza 1-5530

the bacon sizzles in miami

AGAIN . . . for the 10th time in 11 years, **THE MIAMI HERALD** is *first* in the nation in Food and Grocery Advertising.

Food merchandisers know that **SOUTH FLORIDA** is definitely a **NEWSPAPER MARKET.**

In this populous, profitable market that tops all major metropolitan markets in per family food sales, **THE MIAMI HERALD** is the **TOTAL SELLING MEDIUM.**

Your ads in **THE MIAMI HERALD** will bring home the bacon!

1959 TOP TEN NEWSPAPERS

in Total Food Advertising

1. **THE MIAMI HERALD**
2. Chicago Daily News
3. Norfolk Virginian Pilot & Portsmouth Star
4. Milwaukee Journal
5. Kansas City Times & Star
6. Tampa Tribune
7. Salt Lake City Tribune
8. Toledo Blade
9. Chicago Tribune
10. San Diego Union

The Miami Herald

STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES

WANT MORE CUSTOMERS IN HARTFORD...

Per cent of families reached

S.E.P. — 16%
LOOK — 16%
LIFE — 19%
READER'S DIGEST 26%
PARADE — 60%
(HOME COUNTY)

The things people of Hartford read about in the **HARTFORD COURANT** and **PARADE** on Sunday, move off the shelves on Monday and all week long!

PARADE
THE SUNDAY NEWSPAPER MAGAZINE

Represented Nationally by Moloney, Regan & Schmitt

PARADE...The Sunday Magazine section of strong newspapers throughout the nation, reaching 10 million homes every week.

Lindsay McCollough Shafto

SPECIAL COMMITTEE—*The special policy committee of the National Assn. of Broadcasters held its first meeting March 11 to carry out the policy functions of the NAB president pending the naming of a successor to Harold E. Fellows, who died March 8. They are Merrill Lindsay, vp, WSOY, Decatur, Ill., am-fm operation; Clair R. McCollough, president and general manager, Steinman Stations, Lancaster, Pa., chairman of the committee, and G. Richard Shafto, exec vp, WIS, Columbia, S.C., television and radio operation.*

Druggists' Ideas Sway Drug Makers' Ad Choice:Wasko

NEW YORK, March 22—Companies introducing new pharmaceutical products have to advertise on television whether they like it or not, because "druggists are impressed with products advertised on tv." David Wasko, vp and media coordinator at Geyer, Morey, Madden & Ballard, told the Media Research Directors Assn. last week. Druggists also favored Sunday supplements, daytime radio and trade advertising. He said druggists hesitated to carry products that were not supported by continuous campaigns.

■ Mr. Wasko said he had researched the drug field in preparation for a campaign his agency was developing for a new drug product. He emphasized that the opinions of the druggists with respect to media had to be considered in planning the campaign for the new product.

Druggists "as a whole," he continued, "don't care about drugs advertised in magazines" unless the products have at least 60% distribution. #

Rep Pipes Tapes of Shows Direct from Stations to Buyers

CHICAGO, March 22—A tv station representative here—through the cooperation of WGN-TV—now makes it possible for program buyers to see local personalities and programs from 32 stations on videotape "just as the viewers do in those communities."

Peters, Griffin, Woodward Inc. is able to receive Videotape transmissions by cable directly from WGN-TV's videotape recorder. The transmissions are fed into a conference room tv set for special showings to buyers.

■ "No longer is it necessary for a buyer to buy blind," says Julian P. Kanter, account executive, who notes that up to now local program buying has been done largely through conjecture.

It is the first such installation in Chicago; the representative has had an identical hookup with WPIX-TV, New York since December. #

MGM-TV Promotes Curtis

Tom R. Curtis, formerly a producer in the commercials and industrial film division of MGM-TV, New York, tv film producer and distributor, has been appointed general manager of the division. He replaces Bill Gibbs, who will join J. Walter Thompson Co., April 4, as an executive in the tv film commercials division.

Quebec PR Bureau to Move

The Quebec provincial government, Montreal, has purchased the historic Chateau Hotel Normandie to house its publicity bureau. The bureau will move its offices from the parliament buildings to the new quarters in the spring. The government has sanctioned a $1,000,000 advertising budget to be used to attract tourists.

Naegele Plans New Service

Naegele Outdoor Advertising Co., Milwaukee, plans to provide a junior-size poster panel service to be added to its present outdoor facilities in the Milwaukee and Madison markets.

Mystik Appoints N. F. Hansen

Mystik Adhesive Products, Chicago, has appointed Norbert F. Hansen marketing manager of its industrial division. He was formerly with Waldie & Briggs, Chicago.

CLIENTS WILL LOVE YOU

. . . When you tell them that 39% of the nursing homes and homes for the aging plan to either expand or remodel in 1960. Furthermore there's an immediate need for a 70% increase in the total number (more than 16,000) of homes.

Learn the dimensions of this new market in our B P R D ad or write to . . .

PROFESSIONAL *nursing home*

THE MILLER PUBLISHING CO.
2503 Wayzata, Minneapolis 40, Minn.
Business Journalists Since 1873

MODERN BRIDE

664,794

ANNUAL NEWSSTAND SALES*

BRIDE'S MAGAZINE

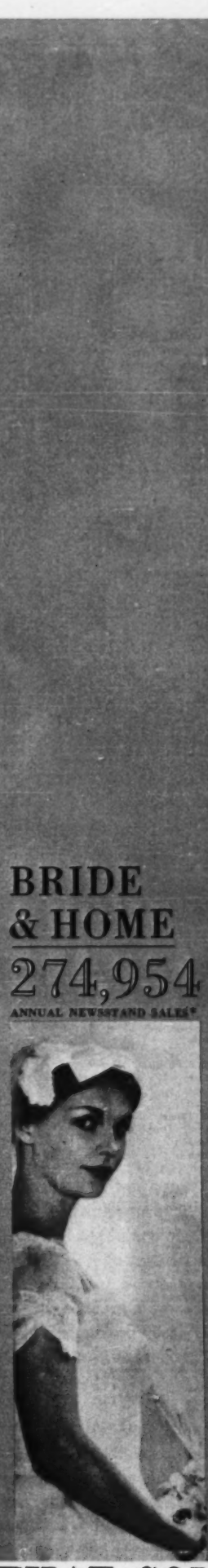
555,530

ANNUAL NEWSSTAND SALES*

BRIDE & HOME

274,954

ANNUAL NEWSSTAND SALES*



IN BRIDAL MAGAZINES, IT'S NEWSSTAND SALES THAT COUNT!

Why? Because most brides-to-be don't take out subscriptions. They concentrate their shopping in the few short months before marriage, and one or two newsstand issues tell them all they need to know about the brands to buy.

If you miss these issues . . . they miss your brand.

Advertise consistently in MODERN BRIDE and you reach the bridal field's largest newsstand audience *as the audience changes*, because only MODERN BRIDE hits the newsstand with a fresh issue every other month.

A new market every issue, the biggest market every year, a market that's ready to be sold . . . it's all just as far away as your phone. Call MODERN BRIDE today!

*Based on Publisher's Estimates, 1959.

For 1960, 825,000 annual net paid circulation—largest of any bridal magazine.

ZIFF-DAVIS PUBLISHING CO. ONE PARK AVE., NEW YORK 16, N. Y., OREGON 9-7200 • 434 SOUTH WABASH AVE., CHICAGO 5, ILL., WABASH 2-4911 • 9025 WILSHIRE BLVD., BEVERLY HILLS, CALIF., CRESTVIEW 4-0265 • THE HAL WINTER CO., 7450 OCEAN TERRACE, MIAMI BEACH, FLA., UNION 5-2661

March Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Mar. 1960	Mar. 1959	Jan.-Mar. 1960	Jan.-Mar. 1959	Mar. 1960	Mar. 1959	Jan.-Mar. 1960	Jan.-Mar. 1959	Mar. 1960	Mar. 1959
General Farm Publications										
§American Agriculturist (sm)	46.2	40.1	74.2	68.5	35,612	29,241	55,980	49,938	33,131	26,768
§Arizona Farmer-Ranchman (bw)	72.6	59.1	145.4	126.9	54,909	44,707	109,938	95,955	53,853	43,533
Arkansas Farmer: (mon)										
‡Delta Edition	28.8	25.5	70.0	52.9	21,756	19,264	52,941	40,043	21,388	18,423
‡Western Edition	24.8	24.8	59.5	53.2	18,737	18,761	44,979	40,296	18,369	17,920
Average 2 Editions	26.8	25.1	64.7	53.0	20,247	19,012	48,960	40,169	19,879	18,171
§California Farmer: (sm)										
Central Valley Edition	46.4	—	91.4	—	40,703	—	69,300	—	39,303	—
Northern Edition	57.8	57.1	97.0	100.1	43,724	43,135	73,297	75,657	42,324	41,813
Southern Edition	48.1	55.0	85.4	95.7	36,332	41,557	64,586	72,361	34,932	40,291
Average 3 Editions	53.2	56.0	91.4	97.9	40,253	42,346	69,061	74,009	38,853	41,052
**Capper's Farmer	—	—	67.9	83.8	—	—	29,140	35,950	17,333	18,768
Colorado Rancher & Farmer (sm)	54.4	51.3	144.9	112.1	41,191	38,822	109,677	84,831	39,945	37,485
Dakota Farmer (sm)	76.4	79.5	181.5	189.5	59,973	62,394	142,353	148,617	57,985	60,694
Electricity on the Farm (mon)	11.4	13.4	25.3	29.7	3,851	4,625	8,742	10,257	—	—
Farm & Ranch—Southern Agriculturist: (mon)										
‡Southeastern Edition	42.0	52.3	122.6	133.2	18,027	22,418	52,588	57,132	15,801	19,829
‡Southwestern Edition	40.6	43.9	116.5	116.2	17,437	18,833	49,973	49,832	14,852	16,266
Average 2 Editions	41.5	49.0	120.2	126.5	17,796	21,020	51,567	54,285	15,431	18,440
The Farmer (sm)	136.1	123.1	310.8	303.1	106,684	96,493	243,632	237,622	99,998	89,046
Farm Journal: (mon)										
‡Central Edition	126.5	103.4	303.7	256.9	54,251	44,348	130,400	110,212	51,729	42,033
‡Eastern Edition	102.3	90.2	246.5	231.9	43,885	38,702	105,734	99,466	41,363	36,387
‡Southeastern Edition	92.6	78.7	210.6	199.5	39,738	33,769	90,345	85,597	37,216	31,454
‡Southwestern Edition	93.3	78.7	211.4	199.5	40,025	33,769	90,704	85,597	37,503	31,454
‡Western Edition	103.8	95.7	252.9	246.2	44,529	41,065	108,508	105,626	42,007	36,750
Average 5 Editions	103.7	89.3	242.7	226.8	44,486	38,331	104,138	97,300	41,964	36,016
Farmer-Stockman: (mon)										
‡Oklahoma Edition	39.3	38.1	113.6	107.3	29,880	28,927	86,361	71,656	27,342	26,542
‡Texas Edition	42.3	37.5	113.0	100.0	32,341	28,469	86,046	66,476	29,887	25,892
Average 2 Editions	40.9	37.8	113.4	103.6	31,111	28,698	86,204	69,066	28,615	26,217
*Farm Quarterly (q)	123.5	115.2	123.5	115.2	57,057	53,222	57,057	53,222	56,275	51,649
Georgia Farmer: (mon)										
‡North Edition	17.9	15.5	51.7	34.7	13,514	11,776	39,115	26,304	13,346	11,209
‡South Edition	21.6	19.5	60.2	43.4	16,363	14,719	45,513	32,817	16,195	14,152
Average 2 Editions	19.8	17.5	56.0	39.1	14,938	13,247	42,314	29,559	14,770	12,680
Indiana Farmer (mon)	25.1	18.8	45.8	43.4	19,691	14,728	35,912	34,029	16,615	12,088
Kansas Farmer (mon)	58.6	60.0	141.3	132.3	44,502	45,616	107,379	100,519	40,110	41,992
Minnesota Farmer (mon)	18.6	25.0	44.2	47.3	14,626	18,380	34,752	37,121	13,842	17,596
Mississippi Farmer: (mon)										
‡Delta Edition	24.3	11.4	57.6	25.1	18,421	8,627	43,582	18,949	18,198	7,972
‡Eastern Edition	18.9	10.5	45.6	24.2	14,282	7,963	34,407	18,285	14,057	7,308
Average 2 Editions	21.6	10.9	51.6	24.6	16,352	8,295	38,995	18,617	16,128	7,640
Missouri Ruralist (mon)	59.4	61.4	152.9	138.7	45,129	46,632	116,178	105,396	42,640	39,298
Montana Farmer-Stockman (sm)	77.3	78.7	205.9	182.0	58,450	59,468	155,647	137,613	45,622	50,561
Nebraska Farmer (sm)	124.6	121.1	295.0	321.4	94,223	92,216	223,093	243,753	84,288	83,436
§New England Homestead (sm)	36.0	32.3	57.0	60.1	25,217	22,580	39,932	42,075	25,217	22,580
New Jersey Farm & Garden (mon)	42.9	43.2	111.3	109.3	19,323	19,425	50,049	49,146	18,523	17,150
New Mexico Farm & Ranch (mon)	25.3	16.2	63.8	43.6	19,194	12,247	48,325	32,949	48,213	12,086
§Pacific Northwest Farm Quad: (sm)										
The Idaho Farmer	52.2	47.8	78.5	70.1	39,440	36,167	59,403	53,023	38,032	34,020
The Oregon Farmer	47.7	43.0	75.6	62.7	36,062	32,525	57,184	47,435	34,589	30,546
The Utah Farmer	49.3	44.0	74.8	66.9	37,248	33,286	56,587	50,546	35,753	31,055
The Washington Farmer	50.1	44.5	79.8	64.7	37,902	33,648	60,352	48,926	36,376	31,669
§Pennsylvania Farmer (sm)	59.7	57.2	141.5	133.1	45,844	43,940	108,644	102,243	41,754	38,733
Prairie Farmer: (sm)										
‡Illinois Edition	142.1	132.8	342.8	340.0	103,431	96,671	249,595	247,538	93,535	85,940
‡Indiana Edition	138.8	130.6	329.8	326.5	101,065	95,126	240,137	237,710	91,169	84,395
Average 2 Editions	140.5	131.7	336.4	333.2	102,248	95,898	244,866	242,624	92,352	85,167
Progressive Farmer: (mon)										
‡Carolina-Va. Edition	104.2	106.3	267.8	240.7	70,872	72,311	182,131	163,692	68,007	69,195
‡Ga.-Ala.-Fla. Edition	99.5	101.4	260.9	228.2	67,674	68,951	177,422	155,175	64,865	65,729
‡Ky.-Tenn.-W.Va. Edition	89.0	96.1	237.1	216.9	60,522	65,341	161,265	147,517	58,037	62,578
‡Miss.-La.-Ark. Edition	92.0	93.1	231.0	215.2	62,550	63,269	157,098	146,357	59,967	60,610
‡Texas Edition	91.4	93.7	229.5	218.7	62,197	63,774	156,119	148,684	59,051	60,465
Average 5 Editions	95.2	98.1	245.3	223.9	64,763	66,729	166,807	152,285	61,985	63,715
††§Rural New-Yorker: (sm)										
New York-New England Ed.	30.1	35.4	54.3	60.2	23,036	27,799	41,516	46,793	19,190	23,531
Penn.-N.J.-Delmarva Ed.	26.2	30.4	47.9	50.7	19,987	23,853	36,554	39,378	16,141	20,277
Southern Planter (mon)	39.2	30.2	106.5	74.8	27,423	21,119	74,578	52,351	26,829	20,463
Successful Farming (mon)	95.9	109.7	233.6	244.5	43,137	49,382	105,113	110,044	42,302	48,529
§Weekly Star Farmer: (w)										
Kansas Edition	16.3	18.1	27.5	30.8	40,270	44,663	67,778	75,947	23,106	26,823
Missouri Edition	16.1	19.1	27.2	32.7	39,740	46,967	67,051	80,479	20,377	28,432
Okla.-Ark. Edition	13.6	16.6	23.2	28.5	33,435	40,944	57,226	70,142	19,890	25,920
Average 3 Editions	15.3	17.9	26.0	30.7	37,815	44,191	64,018	75,552	21,124	27,058
††Western Crops & Farm Management (mon)	34.0	23.6	86.1	67.4	14,606	10,140	36,979	29,116	14,606	10,140
Western Farm Life: (sm)										
‡Regular Edition	23.7	22.9	68.6	63.3	18,607	18,013	53,802	49,669	13,008	13,110
‡Eastern Edition	30.3	30.0	91.4	104.5	23,791	23,521	71,699	81,988	17,928	18,413
Average 2 Editions	27.0	26.4	80.0	83.9	21,199	20,767	62,750	65,828	15,468	15,761
Wisconsin Agriculturist & Farmer (sm)	95.5	92.9	240.2	231.9	75,833	74,318	188,470	183,357	74,881	72,797
Wyoming Stockman-Farmer (mon)	50.1	47.4	138.5	125.3	37,856	35,854	104,706	94,737	32,191	29,743
Total Group	1,665.3	1,596.5	3,961.4	3,726.1	1,115,889	1,067,078	2,689,243	2,514,413	1,061,457	978,560

‡Not included in totals. §Not included in totals; because March figures were not available as this issue went to press February figures are shown. †Changed from 784-line page to 764-line page July 1959. ††Formerly known as Farm Management. *Published quarterly in March, June, September and December; figures shown are for March issue. **Not included in totals. Cumulative figures shown are for February issue. March figures were not reported by the magazine which will discontinue publication with its April issue.

Newspaper-Distributed Farm Sections

Iowa Farm & Home Register (mon)	27.3	25.0	59.9	59.5	27,286	24,974	59,882	59,489	26,994	24,580

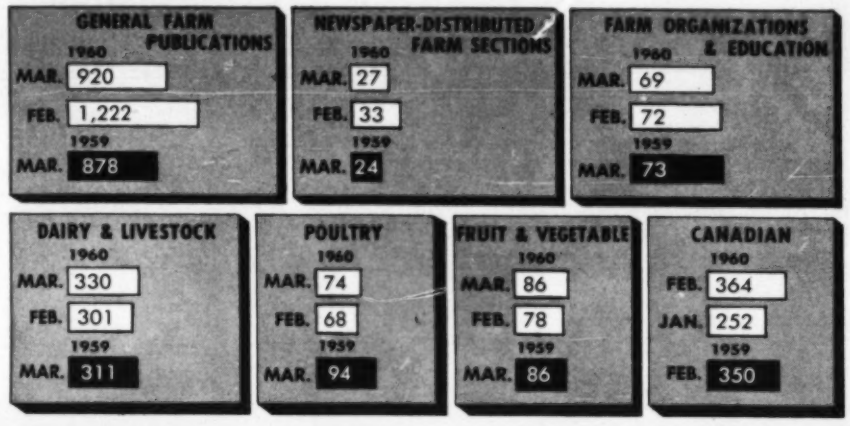
Farm Organizations & Education

Agricultural Leaders' Digest (mon)	9.6	12.1	24.6	30.2	4,129	5,201	10,551	12,979	—	—
†Better Farming Methods: (mon)										
‡Eastern Edition	23.4	—	74.1	—	10,060	—	31,777	—	10,060	—
‡Central Edition	28.9	—	83.2	—	12,415	—	35,688	—	12,415	—
‡Southern Edition	28.3	—	80.9	—	12,129	—	34,704	—	12,129	—
‡Western Edition	23.4	—	74.1	—	10,060	—	31,777	—	10,060	—
Average 4 Editions	26.0	34.7	78.1	78.0	11,166	14,874	33,487	33,466	11,166	14,731
California Farm Bureau Monthly (mon)	11.6	9.6	33.3	30.0	8,764	7,280	25,133	22,750	8,295	6,902
Cooperative Digest (mon)	4.3	5.6	19.6	18.6	1,790	2,345	8,510	7,805	1,790	2,345
County Agent & Vo-Ag Teacher (mon)	29.0	29.5	83.5	90.4	12,452	12,665	35,845	38,757	12,452	12,665
§Iowa Farm Bureau Spokesman (w)	63.2	57.1	123.5	113.0	64,148	57,956	125,353	114,694	54,656	54,806
Michigan Farm News (mon)	2.5	2.6	7.1	7.4	5,728	5,800	16,223	17,236	5,264	5,236
Missouri Farmer (mon)	11.8	15.1	33.0	37.3	4,942	6,330	13,871	15,677	4,143	5,386
National 4-H News (mon)	22.9	24.1	56.9	58.0	9,564	10,118	23,898	24,358	9,564	10,118
Nation's Agriculture (mon)	8.4	7.8	21.6	23.9	3,779	3,488	9,720	10,769	—	—
Ohio Farm Bureau News (mon)	15.5	11.1	40.9	29.3	6,997	5,010	18,484	13,483	—	—
§Washington Grange News: (sm)										
East Edition	11.4	14.1	22.4	24.7	12,404	15,334	24,395	26,803	11,998	15,008
West Edition	10.9	13.1	21.3	23.3	11,774	14,178	23,079	25,298	11,368	13,852
Average 2 Editions	11.2	13.6	21.9	24.0	12,039	14,756	23,687	26,050	11,633	14,430
Total Group	141.6	152.2	398.6	403.1	69,311	73,211	195,722	197,280	52,674	57,383

‡Not included in totals. †Regional editions first published July 1959. §Not included in totals; because March figures were unavailable as this issue went to press February figures are shown.

Farm Linage Trend

Figures in Thousands



Dairy & Livestock

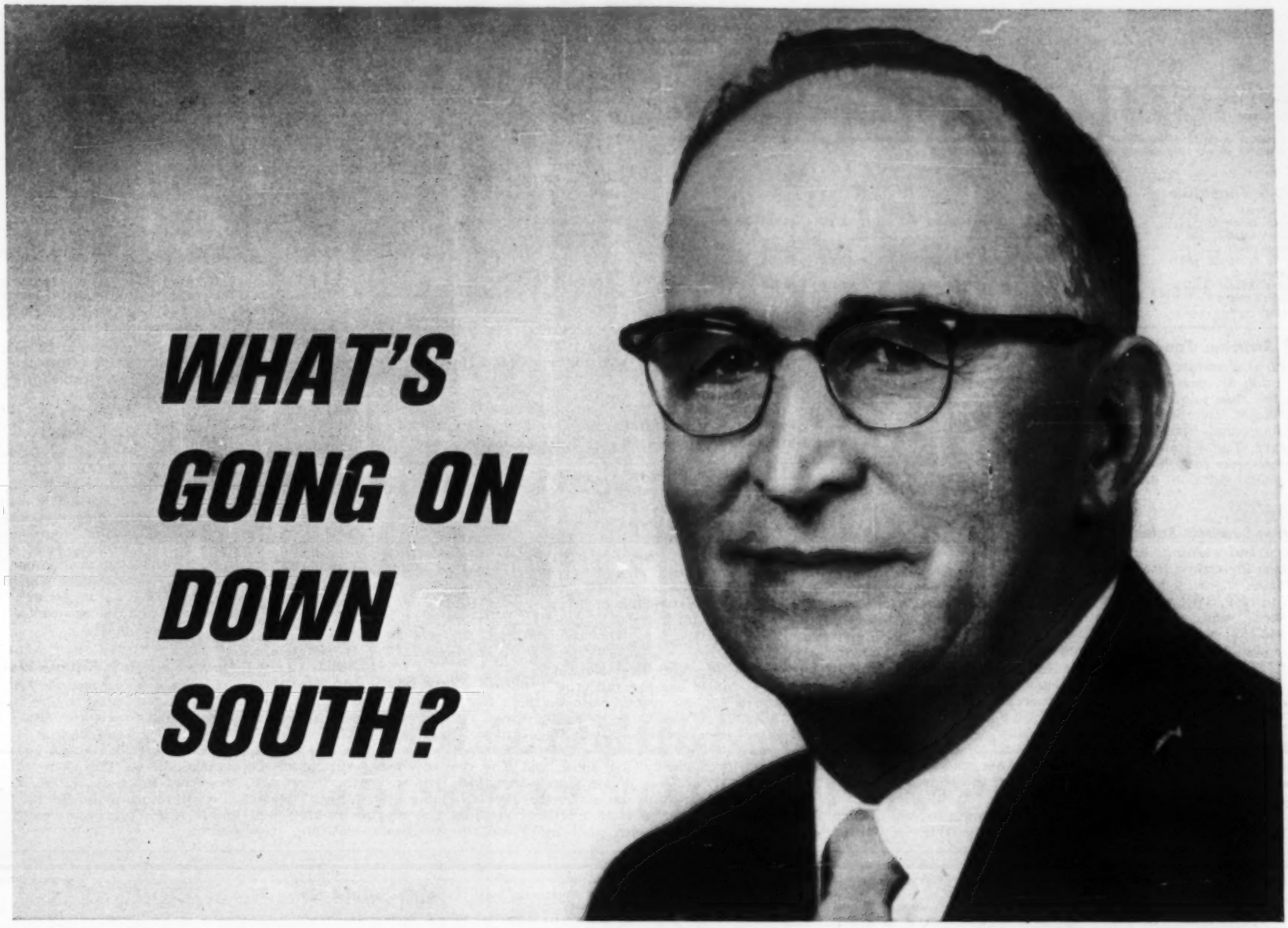
‡Breeder's Gazette: (mon)										
‡National Edition	28.8	24.5	63.6	51.1	12,336	10,526	27,277	21,938	9,670	9,216
‡Regional ‡1 Edition	31.6	—	68.4	—	13,576	—	29,356	—	9,726	—
Average 2 Editions	30.2	24.5	66.0	51.1	12,956	10,526	28,317	21,938	9,698	—
The Cattleman (mon)	97.8	110.8	295.1	291.0	41,090	46,500	123,946	122,195	15,792	22,600
*†§Corn Belt Farm Dailies: (d)										
Chicago Daily Drovers Journal	32.9	31.4	61.4	67.3	70,891	66,928	132,343	143,260	34,740	35,011
Kansas City Daily Drovers Telegram	31.0	33.6	58.7	68.0	66,745	71,541	126,384	144,801	36,089	41,676
Omaha Daily Journal-Stockman	38.4	39.0	73.2	82.3	82,756	83,069	156,741	175,169	40,928	41,094
St. Louis Daily Livestock Reporter	29.9	24.6	56.4	51.1	64,395	52,463	113,948	108,800	34,760	33,320
§Dairymen's League News (bw)	14.1	21.2	30.6	37.9	10,233	15,408	22,227	27,554	9,503	14,675
Florida Cattleman (mon)	83.8	63.6	263.0	237.1	35,181	26,721	110,478	95,421	16,848	13,252
Hoard's Dairyman (sm)	91.4	82.8	238.2	210.6	66,504	60,304	173,393	153,306	60,163	53,893
Livestock Breeder Journal (mon):	80.0	89.0	249.8	234.4	33,572	37,380	105,140	98,462	2,688	4,004
National Hog Farmer (mon	31.6	23.8	76.0	58.6	32,074	24,157	77,140	59,480	30,890	22,650
National Live Stock Producer (mon)	25.5	22.6	71.2	55.4	18,701	16,596	51,904	40,466	17,769	16,268
Western Dairy Journal (mon)	41.3	42.1	117.1	136.6	17,264	18,053	49,749	58,593	12,966	11,648
Western Livestock Journal: (mon)										
Mts. & Plains Edition	71.1	73.9	250.3	228.1	30,512	31,682	107,424	97,861	13,040	13,285
Pacific Slope Edition	97.1	92.3	321.2	318.3	41,676	39,564	137,781	136,520	16,651	16,614
§Western Livestock Reporter (w)	47.7	49.0	74.3	84.4	64,109	65,856	99,859	105,504	8,575	8,862
Total Group	649.8	625.4	1,947.9	1,821.2	329,530	311,483	965,272	884,242	196,505	174,214

‡Not included in totals. §Not included in totals; because March figures were unavailable as this issue went to press February figures are shown. *Changed from 2,128-line page to 2,156-line page September 1959. †Twenty-one issues February 1960; twenty issues February 1959; ‡Regional editions first published February 1960.

Poultry

American Poultry Journal: (mon)										
‡Egg Producer Eastern Edition	18.4	21.9	59.0	77.5	7,908	9,375	25,350	32,754	5,580	5,994
‡Egg Producer Midwest Edition	20.7	24.5	67.3	79.7	8,872	10,416	28,893	34,087	5,547	6,594
‡Egg Producer Southern Edition	23.0	24.7	69.8	87.0	9,861	10,605	29,921	37,391	6,845	6,779
‡Egg Producer Pacific Edition	20.9	25.6	65.7	81.1	8,954	10,981	28,204	34,755	5,669	6,617
‡Broiler Producer Edition	9.6	17.8	34.6	51.1	4,116	7,637	14,837	21,881	3,825	6,658
‡Turkey Producer Edition	17.1	10.4	43.7	40.6	7,330	4,471	18,740	17,380	6,014	3,578
Average 6 Editions	18.3	20.8	56.7	69.5	7,840	8,914	24,324	29,708	5,580	6,037
Broiler Growing (mon)	28.6	42.8	73.6	118.3	12,290	18,357	31,584	50,748	9,554	15,417
Everybodys Poultry Magazine (mon)	27.0	40.7	90.9	120.5	11,575	17,490	39,002	51,720	7,115	11,854
§Georgia Poultry Times (w)	24.3	32.3	445.0	438.8	25,956	34,580	437,604	408,886	21,196	28,630
§The Poultryman: (w)										
Dixie Edition	14.1	21.2	33.8	50.0	15,289	23,016	36,688	54,311	6,003	12,980
National Edition	13.2	19.3	31.5	46.2	14,316	20,979	34,119	50,167	5,583	11,545
New England Edition	18.1	24.2	41.0	56.4	19,687	26,209	44,555	61,145	9,673	14,937
New Jersey Edition	23.2	30.8	49.8	70.9	25,145	33,503	54,054	77,056	14,236	19,608
Poultry Tribune: (mon)										
‡Eastern Edition	48.1	50.9	136.5	142.9	20,635	21,820	58,567	61,317	14,990	16,216
‡Midwest Edition	49.4	49.6	134.0	141.9	21,195	21,284	57,507	60,878	15,449	16,381
‡Pacific Edition	55.4	56.6	150.3	164.8	23,765	24,263	64,499	70,698	16,605	16,617
‡Southeast Edition	55.2	54.6	153.7	159.4	23,663	23,427	65,933	68,384	17,241	17,060
‡Southwest Edition	47.2	52.5	132.0	144.7	20,259	22,506	56,613	62,061	15,006	16,415
Average 5 Editions	51.1	52.8	141.3	150.7	21,903	22,660	60,624	64,667	15,858	16,538
†Turkey World: (mon)										
‡Central Edition	47.4	—	157.3	—	20,320	—	67,462	—	15,470	—
‡Eastern Edition	46.3	—	153.1	—	19,853	—	65,660	—	15,390	—
‡Western Edition	47.2	—	154.1	—	20,243	—	66,104	—	16,172	—

(Continued on Page 76)



major appliances cleaning up!

"**Our volume** *of Speed Queen sales in the Southern market has increased consistently during the past 10 years. Because we recognize the growing importance of the Southern market, we regularly direct a good share of our advertising effort into that market. One of the most important parts of our advertising program in the South has been The Progressive Farmer, which has a dominant influence in the Southern rural market. A survey, made among a number of our Southern dealers, indicates they are well aware of the superior influence of The Progressive Farmer in their trade territories.*"

R. P. James, *Vice President—Director of Sales*
Speed Queen, Inc.

Washing machines, dryers, refrigerators, freezers — just about every major electrical appliance made is setting sales records in the bustling South. And this has been going on for years! In 1957, the South accounted for 36% of the national total spent on major electrical appliances. In 1958 that figure climbed to 38% — and, according to the best estimates, should exceed or at least equal that level in 1959.

Because the South is mostly *rural*, the appliance manufacturer's prime target South is the farmer. Proof of this is the concentration of appliance advertising in The Progressive Farmer — the most effective farm medium in the South. For three consecutive years — 1957, 1958, 1959—The Progressive Farmer carried more electrical appliance advertising than any other farm magazine. Why not showcase *your* product in The Progressive Farmer — more than 5,700,000 people are watching... and buying!

More than 5,700,000 readers in the 16 Southern states

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Mar. 1960	Mar. 1959	Jan.-Mar. 1960	Jan.-Mar. 1959	Mar. 1960	Mar. 1959	Jan.-Mar. 1960	Jan.-Mar. 1959	Mar. 1960	Mar. 1959
Average 3 Editions	46.9	61.8	154.8	189.0	20,139	26,514	66,409	81,100	15,678	19,026
Total Group	171.9	218.9	517.3	648.0	73,747	93,935	221,943	277,943	53,785	68,872

‡Not included in totals. §Not included in totals; because March figures were unavailable as this issue went to press February figures are shown. †Regional editions first published December 1959.

Fruit & Vegetable

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Mar. 1960	Mar. 1959	Jan.-Mar. 1960	Jan.-Mar. 1959	Mar. 1960	Mar. 1959	Jan.-Mar. 1960	Jan.-Mar. 1959	Mar. 1960	Mar. 1959
American Fruit Grower (mon)	46.2	38.3	136.4	109.5	19,966	16,548	58,935	47,319	19,451	16,083
American Vegetable Grower (mon)	30.9	38.2	99.0	106.4	13,353	16,502	42,778	45,957	12,958	16,106
California Citrograph (mon)	22.7	21.5	64.4	59.6	15,233	14,476	42,990	40,054	14,924	14,182
Florida Grower & Rancher (mon)	31.5	33.1	94.3	92.2	21,409	22,474	64,121	62,716	376	456
†Vegetable Grower's Messenger (bm)	—	—	12.0	10.3	—	—	5,040	4,326	—	—
Western Fruit Grower (mon)	38.7	38.4	110.5	102.6	16,254	16,128	46,410	43,092	16,254	16,128
Total Group	170.0	169.5	516.6	480.6	86,214	86,128	260,274	243,464	63,963	62,955

†Published bi-monthly; cumulative figures shown are for February issue.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959	Feb. 1960	Feb. 1959
Canadian (February)										
Country Guide (mon)	42.9	47.1	68.2	76.2	30,914	33,909	49,131	54,909	—	—
Family Herald (w)	73.5	77.9	132.3	149.7	71,737	75,957	129,058	146,012	50,094	54,731
Farmer's Advocate & Canadian Countryman (sm)	52.0	46.9	80.8	86.2	36,378	32,853	56,557	60,354	30,230	26,117
Free Press Prairie Farmer (w)	97.2	89.0	164.9	160.8	110,151	101,068	187,910	182,354	61,972	55,140
Le Bulletin des Agriculteurs (mon)	60.4	59.6	103.7	100.6	42,253	41,736	72,586	70,444	42,253	41,736
Western Producer (w)	67.9	60.6	113.1	121.0	72,547	64,828	121,112	129,499	44,721	39,461
Total Group	393.9	381.1	663.0	694.5	363,980	350,351	616,354	643,572	229,270	217,185

ACF Switches Fournier

John H. Fournier, formerly with the Avion division of ACF Industries Inc., has joined the electronics division, Riverdale, Md., as advertising and public relations manager. The Avion and nuclear divisions were consolidated into the electronics division early in the year.

Warner-Lambert Sales Rise

Sales and earnings of Warner-Lambert Pharmaceutical Co., Morris Plains, N. J., achieved record highs in 1959. Sales were $190,659,694 last year, compared with $176,958,127 in 1958, and net income was $16,408,505, compared with $15,033,572 in 1958.

ADVERTISING CIGARETTES
Entire cigarette package features your ad message. Cigarettes imprinted with trade name or ad message.
G. A. GEORGOPULO & CO., Inc.
Cigarette Manufacturers Since 1905
48 Stone St., New York 4
Standard 20's

WNEW-TV, WTTG Score with Special Bullfight Show

NEW YORK, March 22—Viewers of WNEW-TV got a glimpse of the adventurous in programming as well as advertising last week when Mennen Co. used its half-sponsorship of a bullfight show to present its unusual ads for Soft-Stroke, a new shaving cream.

The commercials, which were introduced recently on NBC's "Jack Paar Show" and also are running in spot schedules in about 20 top markets, feature Arthur Pinder, skin diver, showing the lather qualities of the product under water. Mennen ran one commercial for its after shave lotion, Afta. Sharing the other half-sponsorship of the show were Standard Brands, American Chicle and Frito Co. Advertisers paid a premium rate for the show.

■ The hour program, which featured three styles of bullfighting, was narrated by Carlos Montalban, bullfight critic. It was presented simultaneously by Metropolitan Broadcasting Co. on its New York station and WTTG, Washington. WTTG's telecast featured run-of-schedule commercials for various advertisers.

WNEW-TV's position was that the show represented an aspect of Mexico's culture with which American audiences should become acquainted. The program opened with a message from the Mexican consul general to New York, who asked the audience to try to understand Mexico's sports as the Mexicans try to understand U.S. athletics.

■ The New York telecast garnered an Arbitron average rating of 23.6 and a Nielsen rating close to 20. WNEW-TV received a large number of phone calls, letters and telegrams from viewers, with the majority favoring the show and asking if there would be more of the same. Reaction ran about four to one in favor, a station official explained. It appears that more people were impressed by the color and pageantry of the toreadors than were concerned about the cruelty to animals. The American Society for the Prevention of Cruelty to Animals and the Humane Society did not approve of the show, but they thought it was done in good taste. Both groups were shown a preview.

The taped show was previously shown in Chicago and Detroit, but it did not include the commentary by Mr. Montalban.

The Mennen order was placed through Grey Advertising. Standard Brands' and Frito's buys were made through Dancer-Fitzgerald-Sample, while American Chicle's was placed by Ted Bates & Co. #

Int'l Silver Sets 'Coronet' Insert

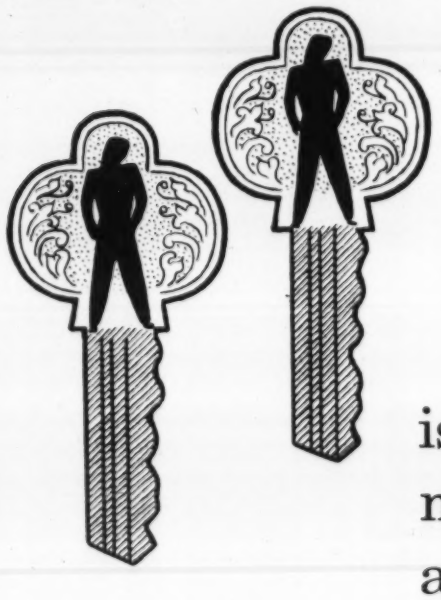
International Silver Co., Meriden, Conn., will run an eight-page insert in the May issue of *Coronet* showing 79 gift items. The company ran a similar insert in 1958. Reprints of the insert will be available for direct dealer mailing. The reprint booklets will contain certificates entitling customers to purchase a $9 Wilcox silverplated roll or utility tray for $4.95. Young & Rubicam, New York, is the agency.

Discount Group Formed

The National Assn. of Discount Department Stores has been formed, with offices at 50 Central Park West, New York. The organization said that approximately 50 discount operations representing more than 250 units have committed themselves to membership. Unofficial reports place the number of operating units at more than 3,000, with sales in excess of $10 billion annually.

'Herald Tribune' Names Weld

The *New York Herald Tribune* has appointed Philip S. Weld, publisher of the *Gloucester Times* and *Newburyport News*, both in Massachusetts, president and general manager of its European edition. Mr. Weld succeeds Willet Weeks, who will return to the *Herald Tribune* in New York in an "executive position."



THE DEPTH OF

P&A personnel

is a protection to customers. Though all departments are adequately staffed, when a vacation or an illness causes the absence of a key worker, there is always a trained member to take over.

ELECTROTYPES, NICKELTYPES, MATS, R.O.P. COLOR GLASS MATS, THERMOSETTING MAT PATTERNS, AND PLASTIC PRINTING PLATES.

PARTRIDGE & ANDERSON COMPANY

712 Federal Street, Chicago 5—Phone HArrison 7-3732

Where do you get BETTER SERVICE than at P&A?

BALTIMORE IS AN EVENING PAPER MARKET

---AND THE BALTIMORE NEWS-POST, ITS LEADING EVENING NEWSPAPER

BALTIMORE merchants **know** this! That's why they put practically all their advertising dollars "on the line" —in the evening newspapers!

Baltimore is an Evening Paper Market

Evening newspaper circulation represents 97% of all occupied dwelling units in the A.B.C. City Zone. And of these, the News-Post delivers the most.

When you advertise in the News-Post, you're reaching the market you want to reach — the Big Market, the Buying Market, the Evening Paper Market!

The Fresh Point of View

The Baltimore News-Post is the biggest selling evening newspaper in the Baltimore area. It gives its readers the most complete up-to-the-minute news coverage — it analyzes the news in depth — it provides entertaining and informative features for every member of the family — and it's famous for its modern "fresh point of view"!

Call In Your Hearst Advertising Service Representative

Plan now to present your product to the Baltimore buying public when it's most receptive to your message — in the pages of the Baltimore News-Post.

LOCAL ADVERTISERS PUT THEIR MONEY IN THE EVENING PAPERS

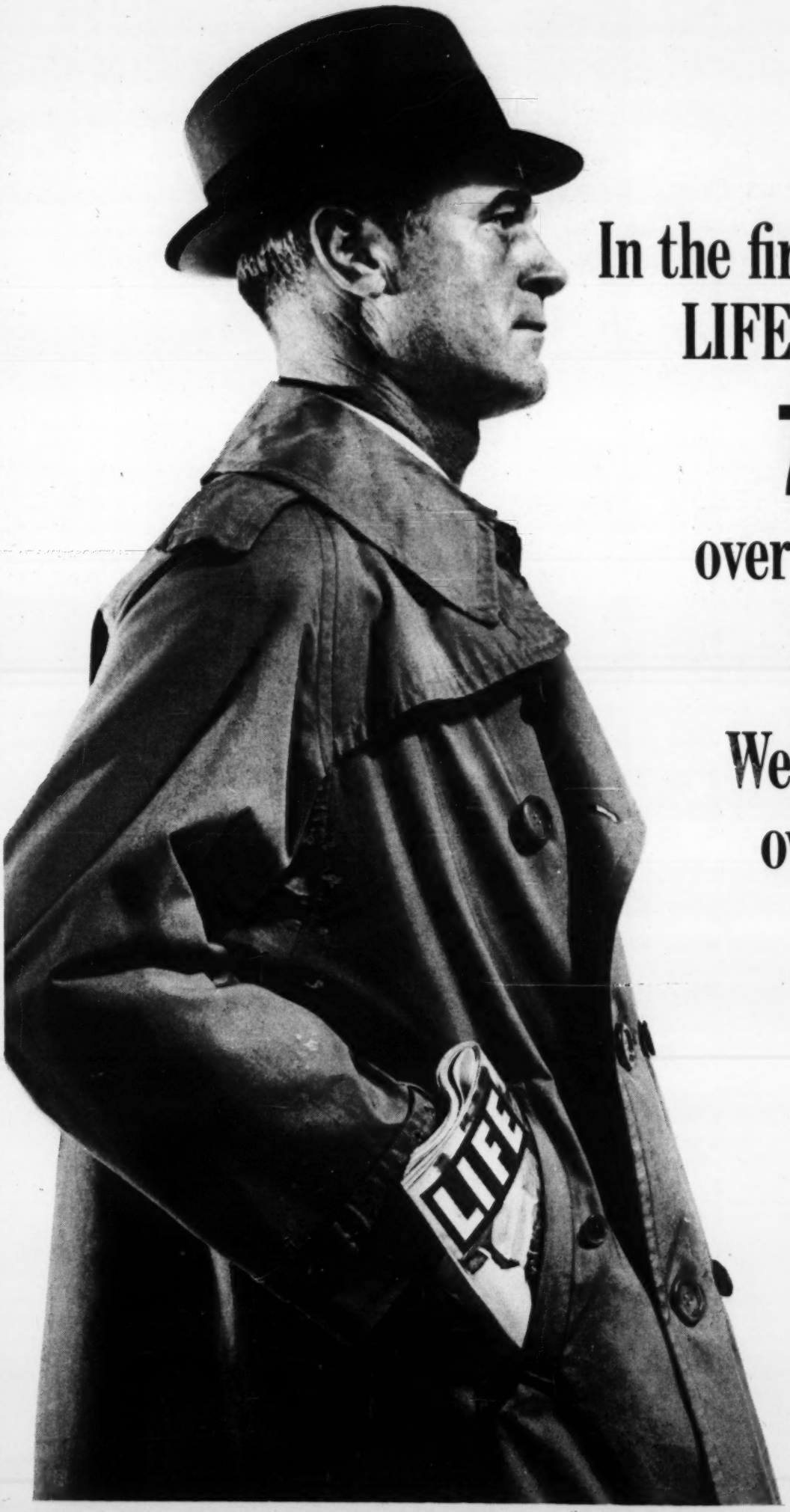
Media Records Prove It:

In 1959, the NEWS-POST carried 1,364,001 more lines of Retail Grocery Advertising than the Morning Paper! *Source: Media Records.*

The Baltimore News-Post

Represented Nationally by Hearst Advertising Service Inc. • Offices in 15 Principal Cities.

LIFE
LIFE
LIFE
LIFE

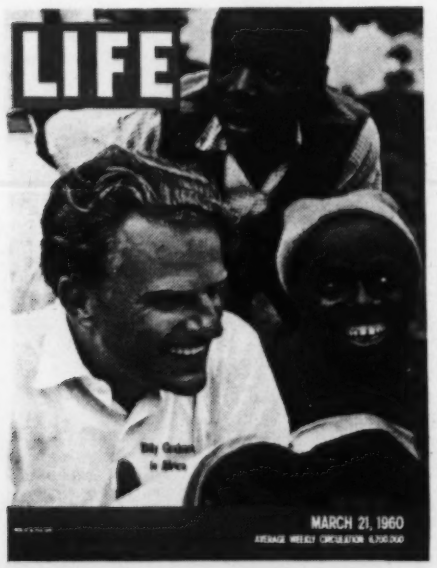


In the first 11 weeks of 1960 LIFE circulation is up

700,000*

over the same period a year ago.

Weekly circulation over 6,700,000



*Subscriptions up 600,000
Newsstand sales up 100,000

SOURCE: ALL FIGURES PUBLISHER'S ESTIMATE.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Our Controversial Editorial Matter Earns Us Kudos as Well as Brickbats

To the Editor: As soon as I read the letter to the editor requesting that you cancel an individual's subscription to Advertising Age due to E. B. Weiss' comments on aspirin (AA, March 14), I wanted to let you know that it is this type of material in your magazine which encourages us in the academic world to subscribe to Advertising Age.

As a subscriber for a number of years, I have been continually impressed by the forthrightness in your publishing material which is controversial and which will not be appreciated by some of your subscribers, but material which should be published.

Keep up the good work. I am sure for every subscriber you lose due to your willingness to be objective you gain many new subscribers.

Stewart Lee,
Chairman, Department of Economics and Business Administration, Geneva College, Beaver Falls, Pa.

•

To the Editor: The president of Schlegel Drug Stores is showing very poor judgment in allowing himself to be so provoked by E. B. Weiss' comments against druggists that he (Mr. Lischer) is moved to cancel his subscription to Ad Age!

This is a wonderful example of cutting off one's nose to spite one's face! Would Mr. Lischer prefer to be served his news items in a form and manner that has first earned the seal of approval from the drug industry? Must he close his eyes and mind to any criticism of his industry and assert that his drug business is without sin?

I am sure that most of us are aware of weaknesses and faults in our own companies and industry—yet are we to refuse to acknowledge that we are without fault or error merely by digging our heads, ostrich-like, into the sand and refuse to accept the facts of life? Is Mr. Lischer so sensitive to criticism as to completely overlook the many sane and sensible comments which Mr. Weiss has made, and I suggest that Mr. Lischer re-read Weiss' article when he has the chance to "cool off."

I have been a reader of Ad Age for over 20 years and much has been written in its pages with which I have not agreed, but like Voltaire, I will defend to the death the right of others to express their opinion. It will be a dark day indeed when we are spoon-fed all news and comments through the sanctified strainers of industry-approved and government-approved censorship in one form or another. I, for one, hope that Mr. Lischer will reconsider his subscription cancelation. Ad Age is certainly one of the most important "tools" he needs in his office and business.

Nathan Weinstock,
Advertising Manager, Chilton Greetings Co., Boston.

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Ads Can Rouse Apathetic Public to Police Advertising

To the Editor: Thousands of words have been written and spoken on the tv quiz scandal and resulting inquiries and threats of inquiries, but little of value has been done to solve the problem. I would like to suggest a plan of action.

The Advertising Council, aided and abetted by those agencies which are aware of the seriousness of impending legislation, could develop a campaign putting the responsibility for policing advertising where it rightly belongs—on the apathetic shoulders of the American public. Tell the people, through advertising, that they have the opportunity to be heroes, to raise the standards of the country where they and their children live, to make "The Good Life" secure. By refusing to buy products which are advertised in poor taste or untruthfully, they have the most powerful weapon possible. The offending element in the advertising ranks would have to change the approach of their output or be put out of business. Either result would be an improvement.

In addition to cleaning up the current mess, such a campaign would prove, indisputably, the power of advertising, properly motivated and handled.

I realize that the real problem is not that simple, but following this plan of action might arouse the public and make them see they must use their freedom before it is legislated away.

Ruth Hoggard,
Searcy Advertising Agency, Portland, Ore.

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McCann-Marschalk Is Fram Agency, Not Noyes

To the Editor: Perhaps I owe you an apology for not properly crediting [the agency] [in] the news release [from] which you published [a photo] on Page 67 of the March 7 issue. The photo is of a two-page spread by Fram Corp.

The credited agency is Noyes & Co., which merely originated the news release. McCann-Marschalk is the agency on the Fram automotive account.

No one is terribly unhappy, but we did want to mention it.

Will Barbeau,
Director, Public Relations Division, Noyes & Co., Providence, R. I.

• • •

Reader Notes Absence of Some Asian Agencies In Billings Issue

To the Editor: I read with customary interest Ad Age's Feb. 29 compilation of agency billings, particularly the long list of foreign agencies on which you had been able to get some data.

Although I am sure that you were fully aware of some other foreign agencies, but were unable to obtain any hard estimates as to the scope of their activity, I noted the absence of some of the Asian agencies which had been discussed in previous issues of your publication.

In your July 1, 1956, issue your correspondent credited Ziba, in Iran, with over $1,000,000 in billings. Subsequently that year, and again in your issue of July 10, 1957, you reported on the various agencies in India, crediting Lintas (the Lever house agency) with $1,500,000, D. J. Keymer with $1,100,000, L. A. Stronach with $1,000,000, and Everest with $500,000, among others. My own discussion with various Indian advertising personnel in Bombay later that year seemed to confirm these figures.

The biggest agency in Hong Kong in Cathay Ltd., which also has large and aggressive operations in Bangkok and Singapore. Among other Asian agencies with billings comparable to some of those listed here were Markim in Hong Kong and Kinki in Tokyo (in addition to the omnipresent Grant and JWT outposts).

I was also somewhat surprised that Hakuhodo in Japan was credited with only $1,945,000, against Dentsu's $123,598,791. I spent some time in both shops in the fall of

By B. D. Adams, President
Burke Dowling Adams, Inc., Atlanta;
Adams & Keyes, Inc., New York City

"Substantial annual sales increases have become the rule in most businesses, under the influence of a growing population, new buying power, more intensive promotion and the subtle swelling of inflation. In fact, the financial community tends to look with pity on a static sales picture, unless it becomes an attractive loser for tax benefits.

"Not many firms can finance constant new capital needs out of profits. And whether the new money comes from equity financing or borrowings, it is as desirable that the financial sources know the corporate health story as it is for a doctor to know the history of his patients.

"A modern ad budget should therefore include an allocation for telling the corporate story in the money market. Incidentally, these people also buy products and services. And a banker who has been kept informed on a company's progress (and might even be a happy customer) is obviously the best possible sort of partner."

SPONSORED BY BARRON'S, *the National Business and Financial Weekly*
A Dow-Jones Publication

Since the first coin came from the first mint, men have been divided into two groups: Those who work for money, and those who put money to work for them.

Barron's readers have a tremendous stake in developments that affect the profitability of investment dollars. These readers understand finance . . . eagerly pursue information that helps them to form sound opinions and to make successful investment decisions. In this large body of readers are substantial numbers of key individuals whose advice is sought by others. They are the hard core of the "community" that largely determines the flow of investment dollars in this country.

Not only is Barron's circulation of this high, significant calibre . . . but that circulation today is larger than ever—well over 100,000 subscribers. And Barron's also continues to attract more advertisers . . . corporations which recognize the value of getting so directly and economically to men who shape corporate reputations.

Finance is at the beginning and end of every successful corporate trail. Barron's moves the minds that mind the money.

BARRON'S

. . . where advertising, too, is read for profit!

NEW YORK 50 Broadway | CHICAGO 711 W. Monroe St. | BOSTON 388 Newbury St. | LOS ANGELES 2999 W. 6th St. | CLEVELAND 1325 Lakeside Ave.

1957, and it appeared that Hakuhodo's billings should run a lot closer than this. Hakuhodo brochures at the time claimed 300 clients.

At that time there was a third American agency, run by a former Foote, Cone & Belding account executive, called Grant, but not connected with the other Grant, which was estimated to bill about $750,000.

Charles M. Kinsolving Jr.,
National Broadcasting Co., New York.

With the exception of Britain, where the billings of some agencies are estimated, AA's report on foreign agencies includes only those shops which returned the questionnaire. In the case of Hakuhodo, its billings of $23,340,000 were correctly reported on Page 184. However, because of an error the agency made in filling out the questionnaire, the figure did not appear in the table preceding the section—the $1,945,000 shown in this table was the agency's average monthly billing figure.

• • •

Savage Hid the S, Sir; Morgan's a Foxy Guesser

To the Editor: Re Mr. Morgan's verse in "Voice" on March 7:

Admit, I do, that the S was hidden,
I was only doin' what I was bidden.
Sandpaper shaves may be poor etiquette,
But there's only one Rogers, Connecticut.

My heart is heavy, my woe is enorman,
For the mental anguish I've caused Arthur J. Morgan.
In poetry I'll rate a very low scorin',
Please put me in touch with Charles Van Doren.

Roger W. Savage,
Scolaro, Meeker & Scott, Philadelphia.

•

To the Editor: Mr. Morgan's poetry regarding Roger Savage was amusing and it made us feel that we should answer it. A suggested answer is:

It is true sir, we do not deny it;
Roger Savage is hiding an S.
But surely you will not decry it
When you learn why he dared to transgress.

His morals have not been discolored
By a world of payola and pelf.
The poor chap was merely attempting
To make a name for himself!

Gilbert E. Whiteley,
Advertising Manager, Grit Publishing Co., Williamsport, Pa.

• • •

Ad Industry Should Act as If It's a Business

To the Editor: Some of the stigma on "the ad business" is easier to understand every day.

One of our most valued and, I might say, loyal clients recently turned over to me a letter. It was an attempt at a solicitation. It was so weak and so "Madison Avenueish" that it made me cringe. It read:

"If you'd like to know why many people are beginning to call us 'America's most interesting advertising agency' . . . (I'll give you a clue: It's the quality of our writing) . . .

" . . . why not drop me a note and I'll be glad to explain further."

We talk about the agency *business*. More of us in the industry should act as if it's a business. More of us should realize that, while a prospective client is interested in his agency, he is interested first in what we can do for *him*.

If more people in agencies recognized the fact that a good salesman considers first his prospect's problems rather than pretty, petty or contrived cliches, this too would help eliminate the tainted brush which paints a peculiar picture of the advertising agency.

John de Garmo,
President, de Garmo Inc., New York.

• • •

Our Big Size Is a Problem

To the Editor: There's such a thing as knowing when to stop! Feb. 29's fat issue was great, glad I didn't miss it, but it took the Post Office Department to retrieve it from my standard lock-type apartment house mailbox. The following week, same thing. Can't you make your magazine a more practical size (say like *SEP* 1⅛" shorter) or am I your only subscriber who lives in a city walk-up? Even if I wasn't doing freelance work, I'd still want AA sent here. P.O. says "your fault."

Babs Vierhaus,
New York.

• • •

Agencies Sluggish About Adding New Blood, He Says

To the Editor: Being an advertising version of the Minotaur legend (half student, half copywriter) your follow-up editorial of March 7 struck home.

Regarding the need for new blood in advertising, there are multitudes of my contemporaries considering themselves "new"; although not sure if they are really "blood." A lot of people spend a lot of money going through college to *learn*, only to be bitterly disappointed and disillusioned when the sheepskin arrives and the roof falls in. Your reference to the absence of advertising agencies and media on the college placement lists at the College of the City of New York is incomplete, believe me. Search high and low . . . you'll not find advertising looking for new blood where it is thickest.

The "started on a shoestring" men, whom I admire, are quick to say that college men know theory but they don't know advertising. May I interject: The very first thing I was told in my very first advertising class was that I was about to waste $15,000. I quote: "You will spend four years compiling a glossary of terms. You will not be *made* an advertising man. You will only benefit from college if you *are* an advertising man." If this is the general consensus of opinion, then I will agree, but may I state that simply because a college cannot teach advertising as it can teach accounting, it does not apply that colleges cannot turn out top-notch advertising men.

The college graduate has been liberally educated to the degree where he can be considered competently intellectual. The liberal arts student is also the most creative of college students; far more so than the business student or the student of psychology, for example. Perhaps our modern world is unaware —but there are college grads who are creative as well as educated! . . . It is a frustrating thing to try so hard to be new, and then be lost in the shadow of oldness.

Irwin Kornblau,
Harwood Martin Advertising and the American University, Washington.

Norman Rockwell Does Fidelity Ad Art, Too

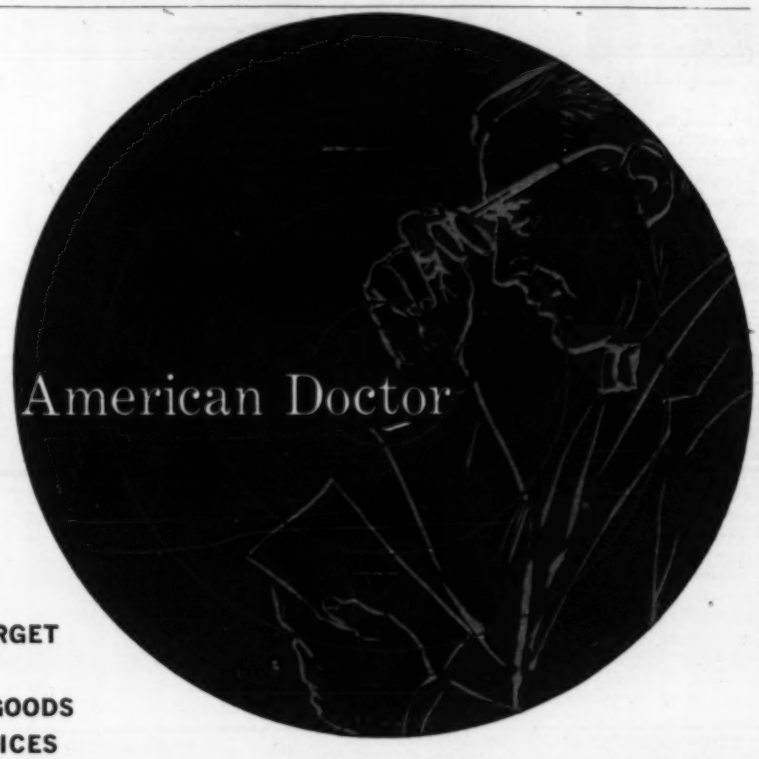
To the Editor: I read with considerable interest the article on Norman Rockwell in the March 7 issue.

Articles pertaining to Norman Rockwell are of special interest to us at Fidelity because he has, for the past two years, been doing the drawings for our advertising campaign, on an exclusive basis insofar as banking institutions are concerned.

While I realize it would have been an impossibility to include with the article reproductions of all ads done by Mr. Rockwell (none of ours were included), I thought you might be interested in [this example].

Frank C. P. McGlinn,
Vice-President, Fidelity-Philadelphia Trust Co., Philadelphia.

T'AINT NECESSARILY SO!
Some folks figure we eat mostly buffaloes and berries out here in Lubbock. T'aint necessarily so.
Last year our grocery bill added up to a hefty $42,495,000 in Lubbock County. So you can see we're mighty fond of good grocery and food products.
If you're looking for new markets to conquer, come on down and look us over. If you can't make it today, mosey over and check us out in your trusty SRDS and Sales Management
LUBBOCK AVALANCHE-JOURNAL
TEXAS
Morning — Evening — Sunday
ROP COLOR AVAILABLE EVERY ISSUE



A PRIME TARGET FOR PRESTIGE GOODS AND SERVICES

has proven purchasing power . . . wants and can afford prestige products and services. For example, a recent automobile survey revealed that 75 per cent of the doctors responding own two or more cars, and 118,000 plan to buy a new car this year. A study just completed on travel showed that doctors travel 27 per cent more than some other selective market groups. Obviously, doctors represent the kind of prospects you and your dealers want.

WHY HE CAN'T BE REACHED AS EFFECTIVELY THROUGH MASS MEDIA

Physicians are always "on the go" night and day. They find it difficult to form regular radio or TV habits or to read much outside of their professional interests. A survey shows that doctors spend four times as much time reading medical publications than watching TV . . . so the doctor is isolated from much consumer advertising.

WHY HE CAN BE REACHED EFFECTIVELY THROUGH HIS OWN NEWSPAPER

THE **AMA NEWS**

More than 236,000 doctors rely on the A.M.A. NEWS for general news as it affects them and their profession. As "THE NEWSPAPER OF AMERICAN MEDICINE," it has become part of the doctor's regular reading pattern. He regards it with consumer confidence, and often makes buying decisions accordingly. Doctors tell us Mrs. M.D. reads it too—plus a bonus audience of 20,000 key leaders in business and government. A.M.A. NEWS is a most effective way to stop this "man-in-motion"—get him consumer orientated for *your* product message.

THE A.M.A. NEWS published by the American Medical Association
535 N. Dearborn St., Chicago 10, Ill.—WHitehall 4-1500 • 475 Fifth Ave., New York 17, N.Y.—ORegon 9-9383 • 1919 Wilshire Blvd., Los Angeles 57, Calif.—HUbbard 3-3811 • Whaley-Simpson Co., 700 Montgomery St., San Francisco 11, Calif.—SUtter 1-4583.

Puerto Rico Admen Labor (for Less) to Keep Pace with Zooming Economy

Population Compares with Boston; Total Ad Volume Hits $25,000,000 a Year

By Milton Moskowitz

SAN JUAN, March 22—"Puerto Rican advertising is not much different from advertising in New York. We work just as hard—maybe a little harder—but we don't get paid as much for our effort."

The complainant is Harwood Hull Jr., exec vp of Publicidad Badillo and president of the Advertising Agency Assn. of Puerto Rico. Mr. Hull fingered one of the chief characteristics of the advertising scene here.

Harwood Hull Jr.

The Puerto Rican economy is in the midst of a tremendous expansion. Advertising activity has moved up with it. Agencies here pride themselves on their work, with Madison Ave. serving as their lodestone.

At the same time, there is no getting away from some hard economic facts of life: The Puerto Rican market is small, totaling only 2,300,000 persons—about the size of the Boston metropolitan area; per capita income is only $500 a year; media choice is severely limited, and media rates are low.

■ For an agency, what it comes down to is this: You can buy a page in *El Mundo* for $600; you may have to put as much effort into creating this ad as an agency in New York does for a page in the *New York Times;* your commission on this order is $90. Also, unlike the agency in New York, you cannot hope to place this ad in a long string of newspapers—Puerto Rico has only three other dailies: *El Dia, El Imparcial* and the *San Juan Star*. And consumer magazines are virtually non-existent.

However, don't throw up your hands in despair. The agency business in San Juan is thumping along at a vigorous pace, as witness the following:

• Total advertising volume in Puerto Rico is now estimated at $25,000,000 a year, with the 10 shops making up the agency association accounting for about $18,000,000 of this total.

• In the past five years state-side agencies with international business have rushed to set up outposts here so that the island now sports the shingles of McCann-Erickson, Young & Rubicam, J. Walter Thompson Co., Gotham-Vladimir Advertising and National Export Advertising Service.

• Badillo, the top agency here, is moving later this year to a modernistic three-story building on Roosevelt Ave. The building has been custom-designed for Badillo and represents an agency investment of $250,000.

■ Much has been written about the growth of the Puerto Rican economy, and the figures are still worth repeating. Between 1940 and 1959, gross product increased from $287,000,000 to $1.4 billion. More than 700 new factories have been established on the island in the past 10 years. Tourism is booming. Puerto Rico is now attracting more tourists than Hawaii, with some 280,000 expected to spend $50,000,000 here this year.

UNTRAPPED—*This Shell ad was placed by Publicidad Badillo, which retained the account in Puerto Rico, though McCann-Erickson resigned Mobil in the hope of getting it.*

Puerto Rico now imports $800,000,000 worth of products a year, compared with $500,000,000 five years ago. The continental U. S. supplies 80% of these products, making Puerto Rico the largest per capita consumer of U. S. manufactured goods in the world.

Promotion of these U. S. imports accounts for the bulk of advertising activity here, although the two locally-produced beers—India and Corona—are probably the most heavily advertised products on the island. The Puerto Rican rum producers were formerly big advertisers, but they are now operating under a gentleman's agreement that eliminates all radio advertising.

■ A *huge* advertiser in Puerto Rico is one spending in excess of $200,000. There may be no more than 10 or 12 companies in this class. Among these giants are India and Corona, Procter & Gamble and Colgate-Palmolive, General Electric, Pueblo Supermarkets, R. Santella (the Liggett & Myers distributor), General Motors and Industria Lechera (the local dairy industry).

Other active advertisers are Libby, McNeill & Libby and Del Monte, Philip Morris and American Tobacco, Esso and Shell. As the market expands, more mainland companies become interested. Esso, Shell and Texas dominate the oil business, but Mobil has now entered the market, and Gulf is on the way.

It is common in Puerto Rico for one or two brands to dominate a market, this domination often reflecting the effort a company has put into this market over the years.

■ Thus, in the appliance market, General Electric swamps everyone. A recent survey showed GE had a 44% preference in refrigerators, 41% in electric stoves, 32% in television receivers and 26% in radio sets.

In canned goods, Libby and Del Monte are all by themselves. In the soap & detergent market, Colgate is king, with P&G a poor second and Lever Bros. bringing up the rear; a recent survey showed Colgate's Ajax enjoying an 88% preference. (Agencies here are living for the day when Colgate will decide to use an agency service in Puerto Rico.)

In the beer market, U. S. imports account for about 10% of the total market, with India and Corona taking care of the rest. The past few years have seen a dramatic reversal in the India-Corona picture, as Corona has moved from a 28% share of market to 62%—a striking tribute to the Young & Rubicam office here.

■ In the cigaret market, the perennial leader here has been Chesterfield. It has, in the past, enjoyed as much as 80% of the market. There is now a strong trend toward filters, and Marlboro has managed to capture this market. Chesterfield is still the No. 1 brand, but Marlboro has about 25% of the market and outsells all other filters combined.

Strange things can happen here. At the end of last year, a rumor circulated on the island that Marlboro cigarets cause cancer. According to the story, which was well circulated, this causal relationship had been discovered by the U. S. Army Quartermaster Corps, which had burned a shipment of Marlboros and ordered the brand removed from Army commissaries.

■ The story never saw the light of print but gained such wide currency—fed by competitors, according to some observers—that Marlboro sales began to nosedive. Philip Morris and its agency, Badillo, decided at first to do nothing. However, as sales continued to drop, they had some second thoughts. The result was a page ad in *El Mundo* last month in which Philip Morris reprinted a letter from the U. S. Army refuting the rumor in its entirety.

Marlboro sales have reportedly leveled off now.

■ Agencies, in general, enjoyed good business last year and they expect further gains in 1960. The pacesetter is Publicidad Badillo, which was organized 15 years ago by genial Sam Badillo, ex-newspaper man and the son of a Presbyterian minister.

Working with Messrs. Badillo and Hull in the agency's top management is Ary Moll, vp in charge of administration.

Badillo added a dozen new clients in 1959 and began 1960 with acquisition of the big Pueblo supermarket account. It now employs more than 50 people and is the only agency on the island with billings in excess of $3,000,000. Its client roster—the longest in Puerto Rico—runs to some 50 names, among them General Motors, San Juan Racing Assn., Banco Credito, Shell, Molinos de Puerto Rico (Nebraska Consolidated Mills), Pepsi-Cola and Ronrico rum.

Llibre A. Morales Negron M. Morales Muniz

WEST INDIES—*Looking over proofs of Chesterfield and India beer ads are the five executives who make up the "brain trust" of West Indies Advertising: Manuel Morales, president; Angel Morales, exec vp; Juan Llibre, radio-tv vp; Jose E. Negron, vp and art director; and Roberto Muniz, vp and media director, and son of the agency's founder.*

Sam Badillo Ary Moll

■ *El Imparcial's* rickety waterfront building in downtown San Juan houses a trio of agencies—West Indies Advertising; McCann-Erickson and J. Walter Thompson Co., with JWT and McCann occupying partitioned stalls on the fifth floor.

On the fourth floor, a little way down from Colgate, is West Indies, Puerto Rico's oldest agency. Originally a space broker, West Indies was founded 36 years ago by Felix Muniz. Today the agency has a compact staff of 21, handling some $2,000,000 in billings.

West Indies' client list is not long, but it includes substantial billers, such as India beer, the Liggett & Myers brands, the Puerto Rican Dairy Industry, Banco Popular (the largest bank on the island), Don Q rum and Mobil Oil.

Manuel Morales heads West Indies. He began with the agency 23 years ago as an apprentice. His right-hand man is Angel Morales (no relation), exec vp, who was formerly an account executive at Badillo and ad manager of the General Motors distributor here.

■ Harlan (Mickey) McFaden, manager of McCann's office, heads one of the largest agency staffs in San Juan—30 people. He came here from McCann's New York office four years ago. The agency handles McCann stalwarts such as Coke and Esso. It previously worked for Procter & Gamble here, but when McCann took on Colgate in the U.S. it was forced to resign this business.

Mr. McFaden has just imported Carlos Gonzales from McCann's slumping Havana office as his assistant manager.

■ Young & Rubicam has a highly-regarded shop and manager here. Next to Badillo, it has the largest staff—34 people. The manager, Joe Brandi, came to Y&R 18 months ago from Westinghouse to handle the Corona beer account. He is a native of Puerto Rico, and agency men here consider it wise of Y&R to have named a Puerto Rican to the manager's post.

Y&R moved into Puerto Rico four years ago, with the acquisition of the Zerbe-Penn shop. Dick Penn moved up to Y&R's international department in New York, and Jack Zerbe is now exec vp of the *San Juan Star*, the English-language daily started here last year by Mike Cowles.

Corona is Y&R's largest account. Other important clients: General Electric; Procter & Gamble; First National City Bank of New York and Chrysler. Following a long-standing Y&R custom, Mr. Brandi has just finished weeding out clients whose billings

EL QUE SABE LO QUE HACE NO CREE EN CUENTOS...
ESTA ES LA VERDAD SOBRE MARLBORO
MARLBORO ES EL CIGARRILLO DE FILTRO QUE MAS SE VENDE EN PUERTO RICO
Marlboro

Marcas Vieras y Marcas Vas, pero...
Desde hace más de 25 años los puertorriqueños tienen
CONFIANZA EN CHESTERFIELD
Confianza en la calidad de sus tabacos
Confianza en su sabor incomparable
Confianza en la satisfacción que brinda
Chesterfield

SOUND & FURY—*To combat the cancer scare, Philip Morris took full page in El Mundo to refute rumors that U.S. Army Quartermaster had destroyed shipment of Marlboro cigarets and banned the brand from Army commissaries. Meanwhile, in a "brands come, brands go" ad, Liggett & Myers makes much of long popularity enjoyed by Chesterfield in Puerto Rico.*

Tranquilícese de leche fresca... VAYA A LA SEGURA
NO SE DEJE CONFUNDIR
Esta NO es leche fresca
Esta SI es leche fresca
¡SALUD CON LECHE FRESCA!

GLOVES OFF—*One of the hardest-hitting campaigns now running in Puerto Rico is the local dairy industry's drive for fresh milk, with ads showing a big cross through a powdered milk can: "This is NOT fresh milk." West Indies Advertising is the agency.*

THE BLADE

1st in Ohio
in total
grocery linage
(for sixth consecutive year)

8th in
the nation in total
grocery linage

TOLEDO...*a great market with an effective buying income of $7,233 per family*

Not only does this effective buying income place Toledo second among all Standard Metropolitan Areas in the entire state of Ohio, but it is 11.5% greater than the national average. Clearly Toledo is a city on the move! Fortunately The Blade provides an intensive coverage of its market that is matched by few newspapers in the nation.

THE BLADE

One of America's Great Newspapers

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

BUY GOODWILL? NO—BUT YOU CAN *EARN* IT!

by
Archie S. Grinalds, Jr.
Sales Manager,
WDIA

True—"Goodwill" is an intangible. You can't see it or hold it in your hand. You can't buy it—it's priceless. You can only *earn* Goodwill, step by step.

That's why we at WDIA-Memphis are so proud of the fact that we've become known far and wide to our listeners as the station with 50,000 watts of "Goodwill." And *that's* why WDIA IS MORE THAN JUST A RADIO STATION—IT'S AN ADVERTISING FORCE IN MEMPHIS, AMERICA'S 10th LARGEST WHOLESALE MARKET!

THEY LISTEN—AND BUY!

40% of Memphis is Negro, and you just can't sell it without WDIA—America's only 50,000 watt Negro Radio Station . . . first radio station in the nation to program exclusively to Negroes.

WDIA commands the Memphis Negro's loyal listenership through exclusive Negro programming, hard-hitting salesmanship, *plus* that priceless intangible—GOODWILL! In fact, by active public service and civic leadership, WDIA has become a vital part of our listeners' very lives!

BIG BUYING MARKET!

WDIA's powerful 50,000 watt coverage now reaches 1,528,364 Negroes—the biggest market of its kind in the entire country!

And WDIA not only reaches—it sells—this big Negro market, as no other medium can! Television ownership is low. Low Negro newspaper and magazine readership mean you just can't reach the Negro with these media! And, because he listens first and foremost to WDIA, you can't sell the Memphis Negro with any other radio station!

A powerful advertising force, yes, but does it *pay off*—in profitable sales? Indeed it does! Negroes buy impressively large quantities of the food and drug commodities sold in Memphis. Last year, Negroes bought 47.9% of the sugar sold in Memphis . . . 78.4% of the packaged rice . . . 52.7% of the face powder . . . 47.8% of the household waxes and polishes . . . 41.6% of the bread! And before they buy, these Negroes listen—to WDIA!

Take it from our local and national advertisers—WDIA is a powerful force when it comes to selling this vital 40% of the Memphis market! In the past 10 years, these sales-wise advertisers have invested $4,396,854.81 on WDIA—$2,172,827.84 nationally, and $2,224,026.97 locally, to be exact!

Today, WDIA still has more local and national advertisers than any other station in Memphis! The list includes: WONDER BREAD . . . PROCTER & GAMBLE . . . CAMEL CIGARETTES . . . BRER RABBIT SYRUP . . . TETLEY TEA . . . NATIONAL BISCUIT COMPANY . . . ESSO . . . RALSTON CEREALS.

It's as simple as this: IN MEMPHIS, IT TAKES WDIA TO SELL THE NEGRO BUYER! And if you miss the Negro Market, you're missing 40% of Memphis!

That's why, no matter what your advertising budget for the Memphis market . . . no matter what other media you're using . . . a big part of every advertising dollar *must* go to WDIA!

Why not let us show you how WDIA can be a powerful advertising force for you . . . in this big buying market! Drop us a line today . . . we'll send you proof of performance in your own field!

Top Rated by All Audience Surveys for Ten Years!

WDIA IS REPRESENTED NATIONALLY BY THE BOLLING COMPANY

EGMONT SONDERLING, President
BERT FERGUSON, Exec. Vice-President

Puerto Rico . . .

did not come up to a certain minimum. Dropped from the roster are Air France, Lenox Plastics of Puerto Rico, Singer Sewing Machine and Valencia Baxt Express.

■ Everyone agrees that talent is in short supply here. The agency association hopes it will be able to remedy the situation somewhat by

GOOD BREAD—*This ad for the Millers of Puerto Rico was placed by Publicidad Badillo.*

getting the University of Puerto Rico to add an advertising course to its curriculum. Meanwhile, despite an informal agreement among the association members not to pirate each other's staff members, there is considerable movement of personnel from agency to agency.

The latest change is the appointment of Thomas M. Clark as manager of Gotham-Vladimir Advertising. Mr. Clark, formerly an account supervisor at Highley Advertising, replaces Luis A. Perdomo, who has rejoined J. Walter Thompson Co. for service in Venezuela.

Thomas Clark

Nationalism, a potent factor now in all Latin American countries, is in evidence here too, although Puerto Rico is a U.S. territory. The Puerto Rican-owned agencies make much of their local know-how, pointing out that an understanding of the local idiom is essential for effective advertising. Two reasons for the big influx of U.S. shops in recent years are: (1) New York agencies found they needed local staffs to service this market and (2) local agencies began to balk at handling New York business on a split-commission basis.

■ A year ago J. Walter Thompson, which has only a skeleton staff here, resigned the Mobil account in hope of getting Shell. Mobil then named Foreign Advertising & Service Bureau, in New York, to handle its account, in cooperation with West Indies here. This had a double-barreled result: (1) JWT did not get Shell—that account remained at Badillo; (2) Mobil later decided it did not need the New York contact, and the entire account has been turned over to West Indies.

Moral: All business is local.

■ Radio and television are potent media in Puerto Rico. It is quite possible—and not uncommon—for an agency to recommend radio and tv only for a consumer product campaign. *El Imparcial* and *El Mundo* each have circulations in excess of 70,000 on certain days, but 400,000 radio sets give blanket coverage of the island. Puerto Rico has only 70,000 telephones, but there are some 200,000 tv sets in homes.

One of the recent trends here is the growth of English-language media. The *San Juan Star*, which sells for 10¢ a copy, has attained a circulation of 8,000. There are two all-English radio stations, and a third one is scheduled to begin operations shortly.

Badillo reports it had great success promoting a deluxe ice cream, Lady Richmond, with all-English copy in Spanish-language newspapers and all-English spots on Spanish-language radio and tv stations. The classified advertising section of *El Mundo* now carries three columns of all-English ads.

■ Puerto Rico has benefited from the decline of Cuba as a tourist center. Some admen here are now speculating on whether San Juan could become a production center for Latin American advertising, a role traditionally played by Havana. Before this could happen, however, production facilities here would have to be improved considerably. At present there isn't a single type shop operating in San Juan, and agencies interested in superior reproduction have to send their work to New York. #

The finest your money can buy
Lady Richmond
A DE LUXE FRENCH ICE CREAM
New! FLAVOR OF THE MONTH "BANANA"
Lady Richmond A DE LUXE FRENCH ICE CREAM

BI-LINGUAL—*Mantecados Payco introduced a new deluxe ice cream, Lady Richmond, with an all-English campaign in Puerto Rico's Spanish media. Publicidad Badillo is the agency.*

'Armchair Theatre' Describes British Television Dramas

The television drama—its writing, design, direction, acting and factors in audience enjoyment—is discussed in "The Armchair Theatre," published by Weidenfeld & Nicolson, London. "The Armchair Theatre" also is the name of the weekly drama presented every Sunday evening by ABC Television Ltd. on the National ITA Network in Britain. While the book discusses the production of tv drama in Britain, particular emphasis is placed upon the "Armchair Theatre" productions.

Liberally illustrated with photographs, the book also includes portions of several tv scripts.

Fradelis Names Beckman

Fradelis Frozen Foods Corp., Los Angeles, has named Beckman, Koblitz, Los Angeles, as its agency. A three-month ad campaign, using tv, radio, newspapers and trade publications is scheduled to begin March 28.

Mithoff Adds Two

Mithoff Advertising, El Paso, has added two members to its art staff: Jean Schaefer, a graduate of the University of Oklahoma, and Endel Saarapere, formerly of Standard Propaganda, Porto Alegre, Brazil.

ANIMATED—*This is the storyboard for one of the animated spot commercials being used by the Alemite division of Stewart-Warner Corp., Chicago, for its automotive products. The series, which began this month, is running on "Today" and the "Jack Paar Show" (NBC-TV). MacFarland, Aveyard & Co. is the agency.*

Publisher's Fight to Bar Sales Tax Aid Not Deductible: Court

WASHINGTON, March 22—The tax court has ruled that a newspaper publisher cannot take a tax deduction for expenses incurred in fighting a state sales tax which might cut into his advertising revenues.

The decision, in a case involving Alex H. Washburn, half owner of the *Star*, Hope, Ark., is the latest in a series based on the policy of the Internal Revenue Service that lobbying expense is not deductible for tax purposes.

Mr. Washburn, who owns 50% of the paper, had deducted $6,000 as expense incurred in organizing a petition urging the legislature to reconsider the exemption it granted for cattle and poultry feed from the state's 20% sales tax.

■ He said he feared that the tax rate would be increased if the exemption was continued, and that business would be diverted from his advertisers, in Hope, to nearby Texarkana, Tex., where there is no sales tax.

The court noted the Supreme Court ruled last year that expenses incurred by liquor dealers to fight a state dry law referendum were not a deductible business expense. It held that the possible benefit to the *Hope Star* which might have resulted from extension of the sales tax to cattle and poultry feed "is too remote and uncertain to justify the deduction of the expenditure."

The court acknowledged the petition failed and the tax rate was subsequently increased to 30%, as Mr. Washburn anticipated. #

"Imagine that—Ford put its Purchasing Department in control of costing when they decided to bring out the Falcon.

What a job they did. What a story for industrial purchasing agents!

Sure, the whole thing will come out in Purchasing Magazine's Value Analysis issue —May 23.

Closing date? May 2. Want in?"

WHEN YOUR PRODUCT IS FOR PEOPLE OF **TASTE** —REMEMBER

The Chicagoans with more money to spend...spend more time with the

CHICAGO DAILY NEWS

The Chicago Daily News carries more food linage than any other Chicago paper—more than any other evening paper in the nation. Why? Because the Daily News is read by families who spend more money on food—whose median income is $1070 a year higher than Metropolitan Chicago as a whole. What's more, the Daily News median adult reader spends at least 35% more time with his paper than readers of the other Chicago dailies.

Suburbia Today DOUBLES

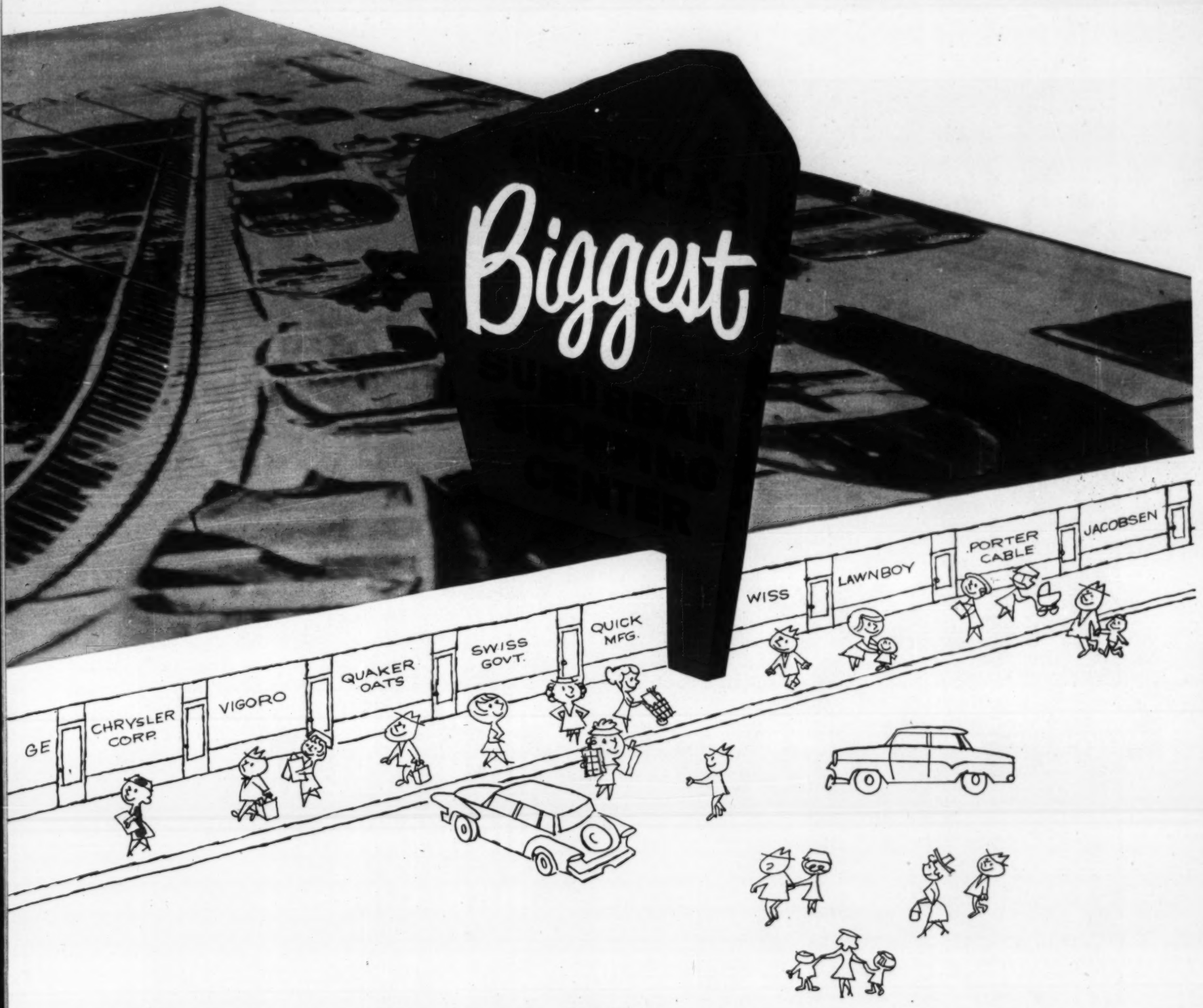
Only 16 months old, *Suburbia Today* is delivering its biggest issue yet (a fat 48 pages — twice as big as a year ago) to 1,364,387 suburban families this month. This unprecedented growth is due to the almost immediate acceptance of *Suburbia Today* by major advertisers in most categories.

Ford Motor Co. (alert to the fact that S-T readers own more cars per family than readers of any other publication) will blossom out with 8 full-color pages in the April issue.

Circulation is up, too! *Suburbia Today* is distributed by 203 influential newspapers covering 505 suburbs with 1,364,387 circulation. *Advertising rates are still based on 1,000,000 circulation!*

Every month, more of America's top brands move into *Suburbia Today*. But — we still have room! What products do you have that fit the needs of America's biggest group of highest incomes — the 1,364,387 Big Spending Families who read *Suburbia Today?*

* *Thanks to the quick recognition by major advertisers and their agencies of Suburbia Today's advertising advantages.*



ITS PAGES* in April!

QUICK FACTS ABOUT AMERICA'S RICHEST SHOPPING CENTER

. . . served in depth only by SUBURBIA TODAY

1 *Suburbia Today* is the only mass publication that goes exclusively to suburbia. 203 local newspapers—all home delivered—with 1,364,387 suburban families.

2 *Suburbia Today* is the only way you can give dealers *really* local national advertising support—right alongside the suburban news.

3 *Suburbia Today* dealers sell almost three times as much per store as the national average.

4 *Suburbia Today* families have $200 a month more purchasing power than the average American family.

5 *Suburbia Today* readers own more cars per family (1.44) than readers of any other major publication.

6 *Suburbia Today* families are larger, have a higher home ownership, higher educational level, and faster-growing community population than any other group in America today.

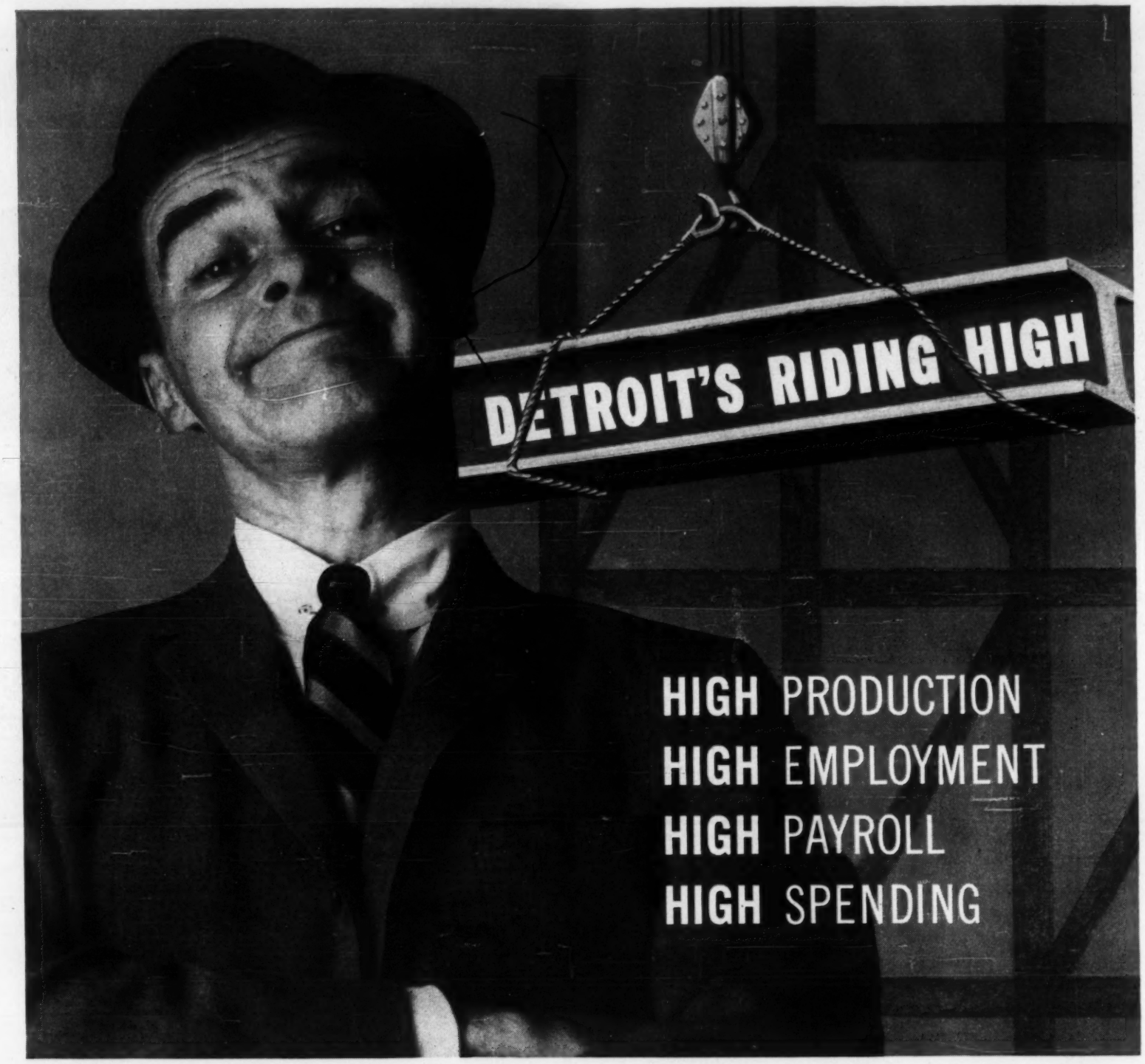
Want to know more? Just phone any one of these Suburbia Today representatives:

Suburbia Today

153 NORTH MICHIGAN AVENUE
CHICAGO 1, ILLINOIS

Leonard S. Davidow, *Publisher*
Patrick E. O'Rourke, *Advertising Director*
John M. Badger, *Western Advertising Manager*

NEW YORK 22: 405 Park Avenue, PLaza 5-7900
DETROIT 2: 3-223 General Motors Building, TRinity 1-5262
CLEVELAND 15: 604 Hanna Building, PRospect 1-4677
ATLANTA 3: Cogill, Pirnie & Brown, 1722 Rhodes Haverty Bldg., JAckson 2-8113
SAN FRANCISCO 4: 235 Montgomery St., YUkon 2-0924
LOS ANGELES 5: 3670 Wilshire Blvd., DUnkirk 1-3821



DETROIT MEANS BUSINESS! It's evident in the plants where production is rolling and employment is high. It's visible in the paychecks which are biggest in the nation, and in the stores where increases are being recorded week after week. Center of business activity is the Metropolitan Area, where half of Michigan's total population lives. Here, The News reaches 92,800 more families weekdays and 154,000 more Sundays than any other newspaper . . . and its families are those with the greatest buying power!

Because advertising goes where it gets results, The News has carried more advertising than both other Detroit newspapers combined, for years! The News, that's where you get ACTION!

The Detroit News

468,540 weekdays—583,614 Sunday—ABC 9/30/59. (Since this Publisher's statement, total circulation has reached 650,000 average Sunday and 480,000 average weekdays—Jan. 1960.)

New York Office: Suite 1237, 60 E. 42nd St. • **Chicago Office:** 435 N. Michigan Ave., Tribune Tower • **Pacific Office:** 785 Market St., San Francisco • **Miami Beach:** The Leonard Co., 311 Lincoln Road

Feature Section

Advertising Age

Dobbs Derbies Get Nod from Bedell

Peeled Eye Sights Strays

Weiss: Recreation Center Trend

That Bad Bronzini Ad—Woolf

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'Self-Policing Hits Wrong Fellow' . . .

Magazine Publishers Suggest Steps Against Obscenity: Enforce Law, Educate Public, Make Individual Liable

The views of the nation's magazine leaders on ways to curb obscenity and pornography in the press were set forth precisely and realistically on Feb. 5 by Robert E. Kenyon Jr., speaking on behalf of the Magazine Publishers Assn., of which he is president. Mr. Kenyon's statement, which spelled out the problems and the dangers of stamping out obscenity in a free country, was made to the House post office committee's subcommittee on postal operations. The major portion of the statement, of special interest to admen and media men, is reproduced here.

By Robert E. Kenyon Jr.
President, Magazine Publishers Assn.

My name is Robert E. Kenyon Jr. I am representing the Magazine Publishers Assn., of which I am president. I am appearing today at the invitation of the subcommittee to discuss "the efforts being made by the publishing . . . industries to set up or maintain self-policing programs to prevent the overdramatization of sex and the spread of obscenity among our youth through their channels." . . .

These magazines are edited and published by men and women who take pride in their work. Many are parents. A few are clergy. Some have been philosophers, teachers, social workers, business leaders, engineers, chemists, farmers. They are all qualified, able practitioners of the fine art known as editing. They comprise, I think, a good cross section of the best in American life today.

It will not surprise you that as serious, dedicated editors and publishers, they too shudder when they see publications whose chief appeal is to the lewd, the depraved, the obscene.

■ Nor will it surprise you that as editors and just plain thoughtful Americans, they deplore the effect some of the more lurid publications you are investigating have upon Americans of all ages, especially the young.

Pornography and obscenity are as old as civilization. They are nothing new, nor is society's concern with them. But, since the last war, there seems to have been an increase in such material. Certainly there has been an increase in the number of publications which are sold by a flamboyant appeal to sex.

The Magazine Publishers Assn. took note of this in the fall of 1954 when it adopted a resolution on obscenity. We have from time to time reviewed this fundamental policy statement and found no reason to amend it and no practical way to put more teeth in it.

Six Things to Keep in Mind About Self-Policing

There are indeed problems in the policing of any industry, especially in its self-policing. The best way to approach the subject is to point out, briefly and frankly, certain problems which are inherent in it.

1. The kind of periodicals you are investigating do not belong to this association. They are not even, in our opinion, a part of the magazine industry. They are perhaps best described as the product of printers. This is quite distinct from the printed product of publishers, which we call a magazine. In saying this, we have no desire to malign the printing industry. The offenders, who print pornography, are, for the most part, under-the-counter operators. . . .

2. Self-policing usually implies the disciplining by one's own organization of its members. Even if the association or its members favored such action, which they do not, I know of no need for the policing of MPA members because they do not engage in obscenity or pornography. On the other hand, companies that do not belong to an organization or association are beyond the reach of discipline by it.

3. Although we are not in favor of it, there is one way the reputable magazine publishers could help keep obscene magazines off the newsstands, and that would be through concerted or joint action. Activity of this kind, directed at wholesalers or newsstand dealers who sell obscene magazines, might, our counsel advises us, be regarded as illegal. The FTC or the Department of Justice, or both, might call this a combination in restraint of trade. Nevertheless, refusal to let good magazines be sold alongside bad ones would be a most potent lever for getting the bad ones off the stands.

4. Attempts to prohibit pornography in the past have almost always involved censorship of reading. Censorship basically means an attempt to enforce the private judgment of a person, or group of persons, upon other persons.

Often some sort of board, either volunteer or official, has taken unto itself the decision that a magazine, a book, a movie, or a play was obscene, or had enough appeal to the prurient to warrant a decision it should not be read or viewed by the general public.

Examples are the Boston bans, the Post Office attempts to judge and ban, and sundry ecclesiastical prohibitions and boycotts. These has been uniformly unsuccessful; they have angered and embittered honest intellectuals; they frequently have had an effect opposite to that intended, by making mediocre books into best sellers.

■ Apart from this, censorship has always conflicted with free life in a democracy. It is possible to grant that parents are absolute censors over their children (even if they censor unwisely), but as soon as they act as censors outside the home, they are imposing personal judgment on their neighbors and their community.

It is apparent that MPA cannot exercise any form of censorship. We are a free association of publishers; none of us has any authority to censor each other; the association has no authority to censor a member, and, of course, none to censor anyone not a member.

Moreover, every publisher fears that the suppression of trash on the grounds of pornography will constitute a precedent for suppressing his own magazine on some other grounds.

The overriding difficulty in this whole area is the justifiable fear that freedom of the press can be, and would be, jeopardized by censorship in any form.

5. Another difficulty is the problem of "definition," with which the courts have wrestled so long. What is pornographic or obscene?

The current legal definition was laid down by the Supreme Court in the Roth case in 1957: That objectionable material must appeal to the prurient interests of the average person in the community in which it circulates; and that a publication must be judged as a whole, rather than on the basis of a paragraph here and a picture there.

We do know there are certain extremes which are so generally offensive that they are unacceptable to almost everyone. These are generally called "hard core" pornography and are well covered by obscenity statutes of all 50 states.

It's the "grey" area, however, we're concerned with here; an area that is wide or narrow depending on the individual's point of view.

Robert Kenyon Jr.

One well-known women's magazine not so long ago printed a discussion of the Kinsey Report of the sexual practices of women, which raised a storm in some circles, while in others it was regarded as an example of courageous journalism. Frank discussions of birth control methods are becoming frequent, when 20 years ago they would have aroused outraged calls for censorship.

6. There is a closely related problem in the compilation and distribution of lists of allegedly objectionable magazines.

■ Some organizations in this way enforce, or attempt to enforce, their judgment upon the community. When parents or religious groups or politicians or veterans or editors attempt by coercion or pressure to remove from the public the right to choose what publications to read, they are denying those publications, and their readers, the right to a hearing, to a defense, and to due process of law. And they are depriving readers of their precious right to decide. They are imposing their views of right and wrong upon others without a vote, a trial, or even a hearing. All thinking Americans, I believe, agree that no one should be deprived of these rights at any time or under any circumstances.

There can be no objection when an organization prepares for its own use a list of movies, books or magazines it disapproves. There can, however, be serious question of the justice or propriety of that organization's attempting to require the community to accept such a list, excepting as individual titles are held by the courts to violate the law. The organization has a right to speak out, may even have a right to bind its members, but its right to hold non-members to its standards is non-existent under our system of government.

These, then, are six considerations in regulating the distribution of obscene

material.

Four Ways to Stamp Out Obscenity in the 'Grey Area'

Nevertheless, something must be done about this problem. Citizens are understandably outraged by some of the "grey" material now on the newsstands and ask what recourse they have to protect their children and their communities from objectionable material. The answer is not simple, but possibly the following program points toward a solution.

1. Obscenity laws should be enforced. The courts have upheld legislators' rights to legislate, and police rights to enforce legislation which outlaws outright pornography and obscenity. These laws, and there are plenty of them for our purposes as citizens, should be enforced, according to the best legal advice we have. Enforcement, of course, must be accompanied by trial and proof. We should be as interested in the acquittal of the innocent as in the conviction of the guilty.

The Roth decision established some guide lines for judgment in this area, lines that are useful to police and prosecutors but still require court determination of guilt in each instance.

2. The public should be educated. During recent years magazines have published many articles designed to educate the public on the facts about and the perils in obscenity. The *Readers' Guide* for March, 1957, through November, 1959, for instance, lists 98 articles. This reflects, at least in part, the action of our 1954 resolution, concerning education of the reading public. We shall of course continue to urge editorial support, though I'm sure you realize that the association cannot push too hard on editors' prerogatives.

■ The work your committee is doing will be a tremendous force in bringing to the awareness of the public the evils of this traffic in pornography. We should always remember that the home, the school, and the church, are in the forefront of education against obscenity. Parental guidance and a proper home atmosphere are effective bulwarks against pornography and trash, in my estimation, and are sufficient protection for the average home.

Groups of citizens in 300 or more cities have been formed for two purposes (1) to enlighten public opinion, or to provide information to the public and (2) to encourage and assist the law-enforcement agencies and persons.

You will agree, I hope, that any crusade, any community or official action, should avoid as a plague the charge or practice of book-burning or vigilante action. Thus, I would hope that you will not encourage the preparation of lists of objectionable titles or suggest that citizen groups visit newsdealers or news wholesalers in well-meaning attempts to have certain titles removed from the stands.

Mobilization of opinion through education is one thing, and a very healthy thing, too. Passage of proper laws against obscenity and pornography, where there are none or where they seem inadequate will also be a good thing. But only the courts should be permitted to declare any individual title obscene or pornographic, and until a publication has had its day in court it cannot, in all fairness, be included on any list of objectionable material.

3. You may want to study carefully the possibility of making the individual printer of these periodicals answerable in court for his actions. This, of course, will move into the federal courts the matter of determining the guilt or innocence of the individual who benefits from the distribution of such material, but this under our Constitution is where it belongs. The traffic is inter-state and the subject national. By "individual," I do not refer to the corporations which are hastily organized and collapsed when trouble comes, but to the person behind such a corporation.

4. While there may be a cause-and-effect relationship between obscenity and pornography, on the one hand, and crime and juvenile delinquency on the other, the absence of definitive scientific facts concerning it suggests that basic research should be undertaken. Such research would be in the public interest, would clarify this entire subject, and would tell us much we need to know. It is possible that one of the great foundations interested in education and social work might undertake such a research, and I should be glad to assist in exploring that possibility, if you [illegible]ed. This should be a welcome addition to the case history material I understand your committee is developing.

There is one more suggestion which I hesitate to make, though I have alluded to it earlier. If your committee is convinced that responsible publishers in this or other associations should undertake to police the printing and publishing industries by setting up a code of ethics or standards of practice, you would have to ask Congress for legislation enabling them to act in concert and jointly. Boycotts and blacklists, however, are something we do not like, do not believe in, and do not want.

What It All Amounts to

May I summarize the various comments and suggestions I have made here today.

The Magazine Publishers Assn. agrees wholeheartedly with the purposes of your committee in its fight against obscenity. Moreover, we want to cooperate with you in any way we can to alleviate a serious national problem. At the same time, we must bear in mind certain considerations which make the solution of this problem somewhat difficult:

• **1.** So far as I am aware, no MPA magazine is on any list of pornographic periodicals. Conviction of an applicant in a court of competent jurisdiction would, I am sure, effectively bar him from the association; conviction of a member would surely jeopardize his membership.

• **2.** To the best of their ability, members of this association already police themselves in this field. The association itself has no power to police the activities of non-members.

• **3.** Objectionable magazines could be kept off the newsstand if legislation permitted identification and restraint of printers and distributors of pornographic material. Existing laws, however, prevent legitimate publishers from using this approach in their dealings with wholesalers and newsdealers.

• **4.** We are opposed to the use of censorship in any form as a means of prohibiting pornography.

• **5.** The definition of obscenity is a problem the courts have long wrestled with. There is no agreement except in the case of "hard core" pornography. The "grey" area, which is the subject of this discussion, is most difficult to define precisely.

• **6.** We feel strongly, too, that the compilation and distribution of lists of allegedly objectionable magazines should be discouraged.

Long Range Program Needed

In spite of these difficulties, we feel that your committee is moving in the right direction and suggest that the following points may be helpful in the development of a long-range program:

• **1.** Obscenity laws should be enforced in the cities and states where they now exist. Those which are most effective should be studied by your committee and their salient features highlighted for the benefit of other communities.

• **2.** The public should be educated to the dangers of obscenity. Here in particular legitimate magazines have an interest and a function identical with yours. Magazines already publish a number of articles on this whole subject every year. MPA will certainly carry back to the editors a report of your work and a strong recommendation that editors continue their interest in the field.

• **3.** The law should be made to reach the individual or individuals responsible for the obscene publication. Your committee might very well devise a way to force responsibility on the producer of pornography—not on the newsdealer or the news wholesaler, not on some blind operation which can be discarded the next day, but on the man or men behind the corporation.

If you can find some way to lay upon these men the penalties of society, not by vigilante action but by court procedure, you will have gone a long way toward checking this material at its source.

• **4.** To round out the research being done by your committee, objective, scientific research into the effects of pornography and obscenity on juvenile delinquency and crime might indeed be helpful. We should be glad to approach one of the major foundations for the financing of such a research. #

AD-VERSE REACTIONS

"with charity toward none"

By Draper Daniels

Personnel Director

His life's a line drawn by office rules
Where the red tape winds on enormous spools.
Alone in a drab and sexless cell,
He ponders the sins of the personnel,
Enmeshed in the glory of protocol
And the awful importance of nothing at all.

The Creative Man's Corner . . .

Saddlesoap, Please

If you think flavor went out when filters came in—
try Marlboro
—the filter cigarette with the unfiltered taste
Make yourself comfortable—have a Marlboro
Marlboro

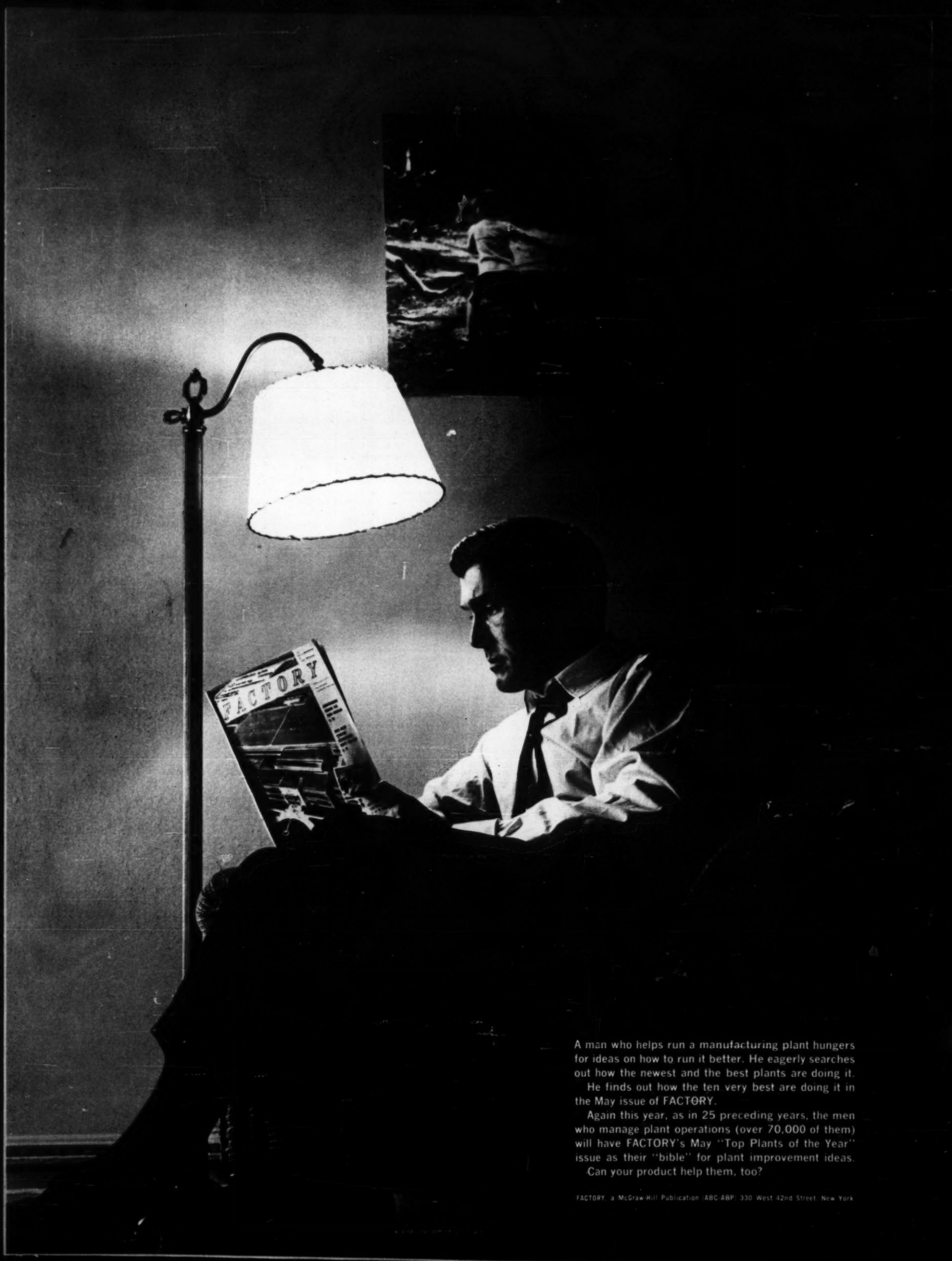
We are curious why so much fuss has been raised about the mob of cowboys on tv and nobody, but nobody has questioned their intrusion into print advertising—as authorities on cigarets, bourbon and automobiles.

There are probably few callings in which the demands on the intellect are less than in cow-handling. In fact, the particular cowhands we have met have excited our interest chiefly because of their resemblance, intellectually, to the animals they husband. Their chief difference has been in the obvious pleasure they derive from personal ornamentation. Few people we know will pay more for a silk shirt or a custom-made pair of boots.

There is no doubt that they are an outstanding symbol of masculinity—at its worst and in its lowest form. Not only in the desire for personal ornamentation, preening, drinking and brawling, but in regarding females largely in the herd.

If this particular cowhand were genuine, he would smell of horses, dung and sweaty saddle leather. He would be content to live in such miserable surroundings as would hardly qualify him as an authority on genuine enjoyment. And certainly his indiscriminate habits would disqualify him completely as a model of discrimination and good taste.

We have no argument with the cowhand's way of life. But we wonder how civilized advertising men can parade him before us as someone whose habits are worthy of copying. #



A man who helps run a manufacturing plant hungers for ideas on how to run it better. He eagerly searches out how the newest and the best plants are doing it.

He finds out how the ten very best are doing it in the May issue of FACTORY.

Again this year, as in 25 preceding years, the men who manage plant operations (over 70,000 of them) will have FACTORY's May "Top Plants of the Year" issue as their "bible" for plant improvement ideas.

Can your product help them, too?

FACTORY, a McGraw-Hill Publication (ABC-ABP) 330 West 42nd Street, New York

The Peeled Eye Department . . .

Proofreaders, Copywriters Gone Astray

By Dick Neff

Shall We Dance?

Please cast your eyes at the dapper gentleman in the ad with the headline, "I will overhaul your automatic transmission."

"And how much do you suppose he charges to rent his tuxedo?" asks our ace correspondent in Detroit, Ernie Whitney.

Dick Neff

Want Ad Holds Even Proofreaders Spellbound

We are happy to tell our readers with "pervious pharmaceutical experience" that "Baxter Lavatories, Inc." is expanding its sales force.

Our talent scout was some modest soul at Robert Luckie Advertising in Birmingham.

PHARMACEUTICAL SALES REPRESENTATIVE

BIRMINGHAM TERRITORY

Flint, Eaton, a well established growth company in the pharmaceutical industry, is expanding its sales force.

A good salary, commission, paid expenses, plus profit sharing and liberal company benefits are the rewards for successful performance.

If your background includes college training in the physical sciences, an ability to sell, plus [illegible] pharmaceutical experience, we invite you to reply. Please send in confidence a resume of your personal data, education, experience in salary history to:

BAXTER LAVATORIES, INC.
MORTON GROVE, ILL.

Heap Big Firewater Powwow?

"Apparently you can tell the difference in the dark when the Indians are coming," writes Kenneth S. Howard, of 15 Summit St., East Orange, N. J., concerning the House of Lords ad and its piggyback shown here. "Just who is advertising what?"

We're not sure, but we think Booth's House of Lords gin is advertising a forthcoming taste test. We understand it is to be conducted by several members of Parliament, a lady spy, and Chief Gin-in-the-Face. The latter is the distinguished Cherokee polo player who has invested heavily in Dripple, a wine especially bottled for the bright young set, which is guaranteed to make you rub your two Indian moccasins together . . . or if you have four legs . . . rub *all* your moccasins together.

Strayer Graduate(?) Goes Astray

"The attached Strayer Reading Improvement ad was picked up by this old-fashioned slow-speed reader in a random copy of the Feb. 4 issue of the *Washington Post*," writes Ray Evans of the Chilton Co., Philadelphia, Pa.

"READING IMPROVEMENT
'Many adults waste hours and hours too slowly. Reading and studying can of time reading, studying or working be slow even when I.Q. is high . . .'

"Since the text of the ad appears to have been set by the newspaper," says Mr. Evans, "it makes one wonder whether their proofreader is a graduate of the course offered."

Ad-ecdote Dept.

Here's another entry in our recent Ad-ecdote contest. It was sent a month too late, but it's a goodie—by another Detroiter, Fred M. Gray, a senior copywriter.

"Here's my entry," Fred writes. "Ghoulish, Afred Hitchcockish . . . yes, all that, and smacking, too, of the occult and dawnlight zone (the early morning version of Rod Serling's Twilight Zone).

"One of the art studios from which our agency buys art had a middle-aged artist whom we'll label 'JB.' And 'JB' was busy on a very special, difficult job (but not one of ours). About half-way through the job, JB suddenly and tragically died of a heart attack. Naturally, there was great consternation over this quick and sudden demise . . . and over the fact that the job was but half completed.

■ "So, one of the studio partner-owners, whom we'll call Johnny (hoping that's not his *middle* name, either), assigned another artist—this one a screwball—to complete the late artist's difficult assignment. However, the screwball artist had other assignments of his own to finish (one of them being for our agency). This previous assignment was finally finished for us and the screwball artist and Johnny carefully wrapped it up to deliver to us.

"As the pair crossed a busy Detroit street, walking side by side, Johnny was suddenly stricken with a mild stroke and fell to the pavement gasping for breath and white as a new snowfall. The screwball artist looked down at Johnny, then bent over close to his ear and said, 'Tell JB I finished his job!'

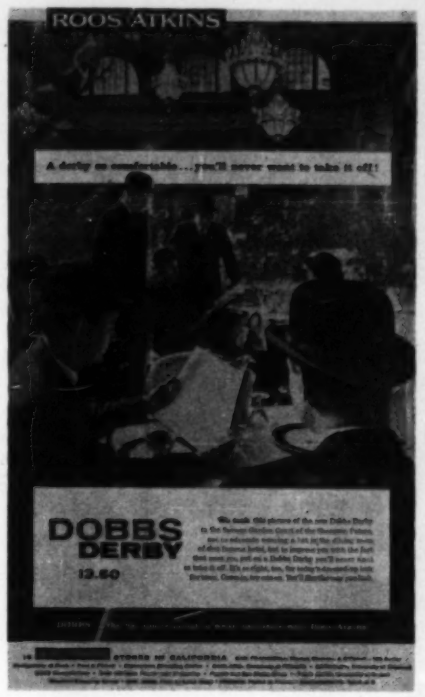
"It's the God's truth, so help me! And Johnny, the partner-owner, though fully recovered, hasn't spoken a word to that screwball artist to this day!" #

Learning from the Retail Ads . . .

The 'Get the Point' Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)



THIS big ad is a goody. They want men to see and think of derbies. So they load a photo with men in derbies. The pic says "DERBIES" in an unmistakable voice. The headline says: "A derby so comfortable . . . you'll never want to take it off."

The sig with the copy yells "DOBBS DERBY." The "Dobbs Derby" is repeated twice in the copy. The copy is good. It says in part "We took this picture . . . to impress you with the fact that once you put on a Dobbs Derby you'll never want to take it off."

The copy suggests the derby is for "today's dressed-up" look, answering the curious male's question about just when the new-again derby is proper to wear. Price is present.

Finally, the copy suggests action.

Often, ad creators believe that if business is good after an ad is run, the ad must have been good. Not necessarily. Maybe display, timing, a trend, good selling initiative on the floor of the store, and other factors make up for a very weak ad—and give the ad the appearance of success.

Conversely, sometimes a very good ad doesn't get the direct response its merits deserve. It may be too early in a trend. It may be run to help get a trend established, sales support in the store may be poor, and so on.

I've no idea what response this ad pulled directly, but it is a professionally-selling ad.

Unfortunately, the illustration looks like it was printed in mud. If the photograph was good, either in engraving or at the newspaper plant, violence and mayhem were resorted to to handicap a splendid effort.

Meanwhile, it is an excellent example of fusion among illustration, headline, and copy, with the point reinforced by good-humored tongue-in-cheek exaggeration in the illustration. #

Agencies Ask Us . . .

Correct Attitude in Building an Advertising Agency

By Kenneth Groesbeck
Advertising Agency Consultant

My friends who are already established in this delightful business of ours must forgive me if I occasionally do a piece on so elementary a subject as getting started in it. Actually the new crop of youngsters keeps growing up, thank God, some of them with their feet already wet in the waters of advertising, and the agency business looks easy to make money in. These bright boys and girls want to know how much money they will need to get started, how much they can expect to make if they work hard, whether or not it is safe to start without any actual billing.

Kenneth Groesbeck

In our Jan. 25 issue I discussed the mechanics of starting, and what dangers lurked for the adventurous voyager. Now I want to complete the picture by emphasizing what builds an agency, once it is housed and functioning. Regard this, then, as a sort of sequel to the previous discussion.

Granted sound procedures and a reasonable amount of billing, the two attributes which cause an agency to grow, I think, are *attitude* and *ability*.

Ability alone will not build an agency, unless it is directed by the proper attitude. This is much rarer than you might think.

■ The attitude most young agencies adopt—their primary end—is to please the client. They make their plans, they write their copy, in the hope of receiving the client's approval. How dangerous, how completely false is this aim, is best realized by comparing it with the physician's, which is to cure his patient, or the lawyer's, which is to win his case.

Actually, such agencies proceed on the assumption that the client knows more about advertising than they do. Which, when you come to think about it, pretty completely wipes out the reason for the agency's existence, apart from its mechanical functions.

■ Of course, we all know why so many agencies occupy this non-professional and subservient position in the economic scheme. Primarily it is because the results of advertising are so far removed from its creation, and these results are further confused by the impact of other

Magazine salesman

It may strike you as ironic that one advertising medium, television, is the best salesman for another advertising medium, TV Guide. But this is profitable irony. For by whatever criteria you measure a mass magazine's primary audience, TV Guide gives you the most for each advertising dollar.* The most young adults, college graduates, housewives, residents of metropolitan areas. The most owners of homes, automobiles, freezers, clothes dryers, food mixers, room air-conditioners, power mowers. The upshot has been logical: consistent, year-after-year growth in advertising revenue and linage. The increases are becoming sharper. Last year TV Guide ranked first among all weekly magazines in percent gain in advertising revenue. This year looks even brighter.

*1959 Starch Consumer Magazine Report

TV GUIDE

Best-selling weekly magazine in America... circulation 7,250,000

forces. So a client, concerned with the practical problems of sales, experienced in promotion, may well feel he knows as much or more about advertising than the agency. He may well be right. So it is quite natural for the young agency to yield in such a situation, abandon its birthright, if you please, and concentrate on giving the client what he wants.

Taking the easiest way out, however, is completely fatal, so far as the agency is concerned. Sooner or later some agency will come along prepared to prove a better professional attitude, equipped to give the client what the present agency has failed to offer, and the account rightly changes hands.

In the long run, to hold and build business, the agency must know more about advertising than its client. It must believe this, and present all its recommendations on this basis. So far as the client's own promotional problems are concerned, the agency should be convinced that its judgment is best.

■ Now there had better be good grounds for this belief. If they do not at first exist, the agency must create them—by research, by increasing knowledge of the client's problems, and by applying the agency's experience in other lines to the specific problems now arising. The agency must put itself into a position where it can give its client good business advice. This is its primary function.

Now I am well aware that all this requires tact, diplomacy, knowledge of human nature. If you blunder into it and insist that the client do it your way just because you say so, you can quickly lose the business, and quite naturally so. Remember always that you are dealing with areas of knowledge in which much uncertainty exists, where proofs are difficult, where results stem from multiple causations. If, however, your clear aim is the increase of the client's sales, the decrease of his costs, the swelling of his profits, you will at least be talking the client's own language. This alone should put you into a position where your promotional advice is carefully considered.

I think it is important for the young agency to realize that it cannot hold and build business just by copywriting ability, by good art work, even by ingenuity in thinking up and interpreting, however good new and unusual promotional ideas are. All these abilities are important, but they are not fundamental. Without proper basic soundness of selling judgment, they amount to nothing but fireworks with which to please and impress the client. And clients have an unpleasant habit of waking up from these dreams of greatness.

■ Cleverness and ingenuity are a dime a dozen in our business. They are often confused with ability, the second essential of agency success, as I see it. Actually, ability should enable the young agency operator to see these talents in their proper light, as means rather than ends. Ability should give him good business judgment about his own operation, as well as that which he endeavors to guide.

I imagine it comes down to the fact that real ability will dictate to the agency operator his proper attitude. Ability, in our business, primarily draws the blueprints of our jobs and secondarily furnishes the tools with which to complete them. The jobs are most certainly the improvement of the client's sales situation; the tools are promotional experience over and above that possessed by the client.

I cannot say too often that agency survival, these days, depends on the ability to give good business advice and the courage to offer it. Against these assets agencies which rely on cleverness and personal charm will not long survive. #

Tips for the Production Man . . .

Color Distribution in Printed Forms

By Kenneth B. Butler

More often than not, a second color used to spruce up a booklet, catalog, or brochure, is confined to certain forms rather than on all pages. If the printed piece is saddle stitched one usually considers that the color pages will appear in the center of the book, or half at the front and the other half at the rear. This, of course, gives limited color distribution and may prove to be a knotty problem.

Your color location need not be so confining as you think, for the printer offers a considerable number of printing, folding, and gathering variations which may enable you to struggle out of your straitjacket.

For purposes of enlightenment, let us consider that we are planning a 48-page self-cover booklet (run as 16's) and that it is our intent to run color on 16 pages only of this number.

Method 1. Color form is gathered on the outside of the booklet, which gives us color on pages 1 through 8 and 41 through 48.

2. Color form is stitched in the center of the book, giving us color on pages 17 through 32.

3. Color is run on a 16 sheetwise (that is, backed by a black form). This opens up several options. The first throws color on pages 1, 4, 5, 8, 9, 12, 13, 33, 36, 37, 40, 41, 44, 45, 48.

4. Another sheetwise option, with the 32 sheetwise form gathered on the outside, gives color on pages 2, 3, 6, 7, 10, 11, 14, 15, 34, 35, 38, 39, 42, 43, 46, 47.

5. The 16-page color form is folded as two 8's and these are gathered on the outside and inside of the book, giving color distribution as follows: Pages 1, 2, 3, 4, 26, 27, 28, 29, 30, 31, 32, 45, 46, 47, 48.

6. Color form inserted between the two 16-page black forms places color on pages 9, 10, 11, 12, 13, 14, 15, 16, 33, 34, 35, 36, 37, 38, 39, 40.

7. 16-page black form folded as two eights which are placed on outside and inside of book, with 16-page color form run sheetwise sandwiched between. Here color is provided on pages 5, 8, 9, 12, 13, 16, 17, 20, 29, 32, 33, 36, 37, 40, 41, 44.

8. Same as above, except sheetwise color is run on the opposite side of the sheet, giving color on pages 6, 7, 10, 11, 14, 15, 18, 19, 30, 31, 34, 35, 38, 39, 42, 43.

9. The 16-page color is run sheetwise, then folded as two 16's, with these gathered on outside and inside, providing color on pages 1, 4, 5, 8, 19, 20, 23, 24, 27, 28, 31, 32, 41, 44, 45, 48.

10. Same as above, with the opposite option on handling of the sheetwise. This provides color on pages 2, 3, 6, 7, 17, 18, 21, 22, 25, 26, 29, 30, 42, 43, 46, 47.

As may be seen, these options provide many variations. The exact situation is determined by the number of forms, the number of pages run in each form, and method of folding. Where variation in folding is a pre-requisite, the cost of folding and gathering is, of course, increased because of the extra operations. Printers may also offer folding variations which might open up additional choices. If color placement becomes a problem, check with your printer. #

Salesense in Advertising . . .

Concerning Bad Taste

By James D. Woolf
Creative Director

Here is an advertisement sent to me by a Cincinnati agency executive. On two counts he objects to it strenuously.

James D. Woolf

1. He feels that the ad is in extremely bad taste. Considering the position of the gentleman's right hand, he thinks the photograph approaches the smut level. Bronzini, he asserts, went too far—"even for a callous, dirty joke-teller like me." "The illustration," he says, "appeals to nothing in my nature, and I don't think I'm being an Old Testament grouch in assuming that others are equally repelled."

He goes on to say, "It would be hard to place the blame for such bad taste. Advertising agencies are already the target for a dissatisfied public's quip and criticism, and graphic evidence like this certainly is not about to soothe any of the critics."

My correspondent believes that media should take a closer, more critical look at the material they receive. "Obviously," he says, "every account executive, copy man and art director cannot be depended upon to solve all the problems of good taste and honest presentation every time an ad is produced. Being close to the product they often think in terms of what the client will buy, not what the public will accept."

Whether or not you agree with this man's objection to the Bronzini ad, there is no doubt that advertising is guilty of a great deal of bad taste. Media, considered as a whole, are far worse, and so are many books. But that is another story.

2. My correspondent's second objection to the Bronzini ad is the fact it does not identify the nature of the product it seeks to sell. He investigated and discovered that Bronzini manufactures ties. "I was caught completely off balance," he says, "in trying to find out whether their audience is men or the women who buy their ties."

With this objection I heartily agree. I fail completely to understand the thinking behind blind ads. It's a procedure that simply does not make sense to me. #

Employe Communications . . .

Windfall for Mass Communications

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

When Samuel I. Newhouse announced recently that the foundation which bears his name was giving $2,000,000 to Syracuse University for a mass communications center, the shot was heard around the communications world. The multimillionaire publisher of newspapers and magazines and owner of radio-tv stations had observed that better-trained writers are needed, and fitting action to the need, he laid the cash on the barrelhead to upgrade the scriveners.

In case you missed the newspaper accounts of the windfall, the so-called Newhouse communications center is to be a multi-building project on the Syracuse campus, and is expected to be the world's largest communications center, embracing the entire area of mass communication. In addition to the school of journalism already well established at Syracuse, the curriculum is to include radio-television, audio-visual education, speech, reading, information services, communications research and "scholarly publishing." Eight acres of land have been earmarked for the center.

Syracuse's school of journalism is already rated among the "big four" of journalism institutions—the other three are widely conceded to be Columbia, the University of Missouri and Northwestern. The Newhouse contribution now gives Syracuse the big edge, with the largest physical plant of them all and an enormous endowment for research in all fields of mass communication.

In years gone by, industrial communication has attracted the attention of cer-

What's in it for her is what's in it for you.

Forgive us for being so blunt—but Ladies' Home Journal is edited for women—not for advertisers.

This is why it attracts attention, holds affection, helps, comforts, amuses and interests women as does no other magazine in America.

Convincing evidence of this fact is the recent Hooper survey which showed the Journal was "best liked" of the three leading women's magazines by a wide margin. (The Journal is better liked than the two leading picture-news magazines by even greater margins!)

It is this keen interest in the editorial substance of the Journal which makes this magazine exceptionally valuable to advertisers. Advertisers know that any product which deserves thoughtful consideration *gets* it in the Journal.

What's in it for *her* is what's in it for *you*. There's more for her in Ladies' Home Journal than in any other magazine.

Ladies' Home Journal

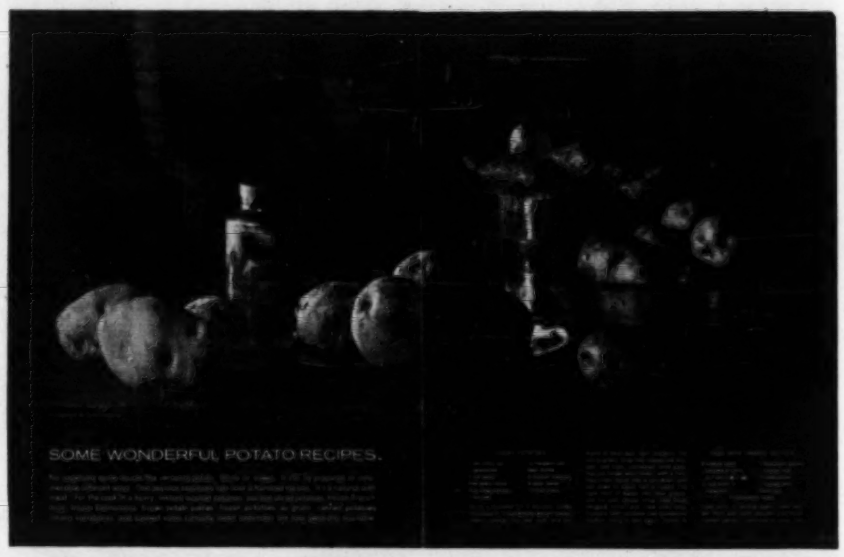
A CURTIS PUBLICATION

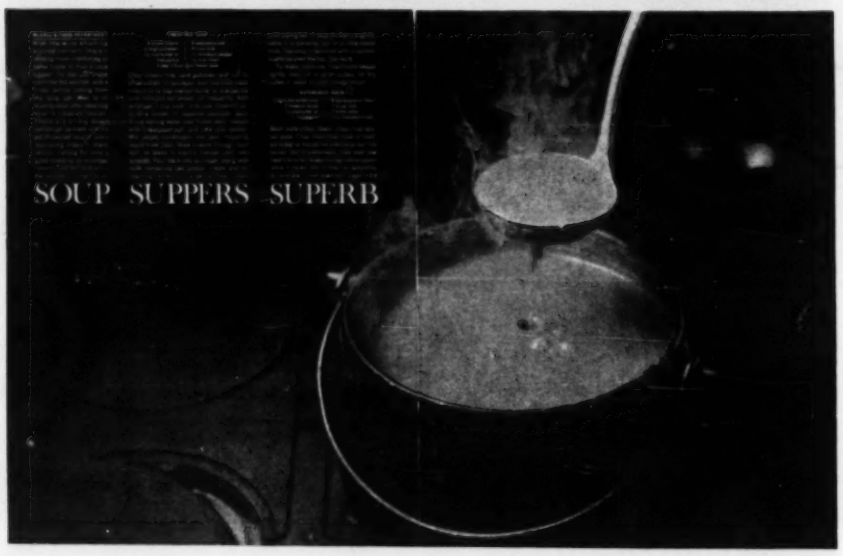
tain schools of journalism and it is to be assumed the Newhouse largesse will involve some consideration for the fields of public relations and employe communication. The former has enjoyed certain campus recognition over the years; several colleges and universities offer p.r. courses of major dimensions and practical value.

The employe communications field appears to have fewer champions on the academic front. The main reasons are (1) it costs money to introduce a new curriculum with suitable professorial direction, and (2) there are many other topics on the students' minds that seem more important than employe communication. One staff member of a well-known journalism school last semester remarked: "I think our schools of journalism have not stressed sufficiently the broad opportunities in industrial journalism. But I think business and industry have also failed in making this profession appealing enough to young people on the way up."

Dean Wesley C. Clark of Syracuse and his associates already have built an excellent school of journalism; the curriculum is broad and progressive, the academic program certainly among the finest. With the support of the communications center, what is already good should become vastly better. #

From an Art Director's Viewpoint . . .





Reverse Is Better Than 2nd

By Andy Armstrong

Here are two big beautiful editorial spreads from the February issue of *McCall's*. Only trouble is, you can't see here how wonderfully full of appetite and impact they are, because they ran in color.

Andy Armstrong

Don't take my word for their beauty. Go get the issue yourself—it's worth a special trip to the files. These spreads will make you hungry even 10 minutes after a big dinner. And if you have a food account you will say to yourself, "Why can't we do stuff like this?"

Here, as they say, is why: *you don't dare*. You don't dare make food ads as handsome as these *McCall* spreads. You have been *researched* out of the opportunity, and out of the inclination, even, to make such ads.

Remember years back when the survey figures came in, saying that reversed small-point text was no good—that people wouldn't read it—that they found it illegible—that their eyes passed right over it? Remember, too, when production people backed up the researchers, saying that even if you ran small reversed text in color plates it wouldn't register anyway?

Turn to these color spreads in *McCall's* for the refutation of that argument about register. And fall back on your own common sense for the refutation of that argument about readership. Although there is nothing astoundingly new here, either in the soup recipes or in the potato recipes, women at this moment are still yanking these spreads out of *McCall's*—to use them, file them away, and use them again. Bigger recipe news in advertisements in the same issue got, and will get, less attention from the same women, because the advertisers struggled and sweated to avoid reverse type. They sweated to cut down the size of their appetite pictures so that the type could run outside of the pictures, on white paper, where the researchers say it should be.

The proof of the pudding—or the soup, or the potato—is in its appetite impact. Give them a picture they can *eat*, and they will dig like gophers for your recipe. If the recipe is in Sanskrit, they will find a translator. So live a little—blow that wonderful picture right out to the edges. Even if you have to reverse the text to get it in. What good is strict legibility, unless you make them *hungry*? #

On the Merchandising Front . . .

The Recreation Center Era

By E. B. Weiss

The modern bowling establishment (we now have chains controlling up to 20 bowling centers and, within a few years, these bowling-alley chains may be operating up to 100 units each) is poised on the verge of a dynamic expansion. It has grown fantastically in number, size of establishment, facilities, etc., over the last five years. But its rate of expansion over the next five years will probably double that of the last half decade.

E. B. Weiss

However, merchandising men will be more interested in the possibility, and even more the probability, that the remarkable growth of the modern bowling establishment presages the ultimate development of a new form of *mass recreational center* that will leave its impact on marketing in many merchandise classifications far, far removed from bowling pins.

This new type of mass recreational center will provide:

- 1. Facilities for bowling.
- 2. Facilities for other old and some new games of mass enjoyment.
- 3. A giant year-round swimming pool.
- 4. Ice-skating and/or roller skating.
- 5. Miniature golf, putting greens.
- 6. Tennis—indoors and out.

■ That isn't a complete list of its future recreational facilities, but it gives a pretty good idea of a new type of recreational center that will be, in effect, *a shopping center for recreation*—all under one roof and perhaps all under one ownership (with some departments "leased out" to concessionaires).

Our total leisure time is piling up. It is inevitable that the business of catering to our leisure time through recreation or leisure centers will capitalize this vast jump in leisure time. And the modern bowling establishment seems likely to be the spearhead of this fascinating development.

However, there is another aspect of this development that is considerably more significant to many more merchandising men than the appeal to leisure time—I refer to the fact that wherever people gather in sufficient numbers, those people constitute "traffic" in the retail sense—*and they will ultimately be catered to by retailers.*

That means that the recreational center will become the focal point for new types of retailing.

Even now, the modern bowling alley is going into the food service facilities, ranging from stand-up bars to restaurants. Also, they have counters, offering novelties, souvenirs, cigarets, candy, etc.

But this is merely the beginning. They will sell more bowling apparel, shoes for bowling and, of course, apparel and footwear for swimming, tennis, etc.

In time, they will sell health and beauty aids, sporting equipment of many kinds, and take-home convenience foods.

Small specialty food stores (the new type of midget food outlet) will open up alongside, or inside these recreational centers.

And so, step by step, traffic seeking recreation will be tempted with a mounting variety of merchandise and, in this impulse buying age, will buy a mounting variety of merchandise while or after having had a good time.

■ That will mark an interesting full turn of the wheel of merchandising. Decades ago, shopping itself was a form of recreation. Then it became a chore. Now apparently once again it is to become tied in with recreation, and in this connection, bear in mind that in farmers' markets, in auction-type retail establishments, in the amusement devices installed in many retail stores for children, in some of the newer services offered by retailers including music—we have had the beginnings of a return of the entertainment factor in retail merchandising. And whatever looms up large in retailing must ultimately loom up large in the merchandising programs of manufacturers.

I think that the recreation center will be greatly helped by the coming era of travel more free from the hazards of weather. This will be brought about, in turn—:

1. By the next trend in the parking lot which will be the *roofed-in*, air-conditioned parking lot. Sun, heat, snow and ice can be tortures in parking lots.

2. By air-conditioned cars and public vehicles. This will make travel more comfortable in any weather—as will the new highways, radar for private cars and for mass-transportation vehicles, etc. In brief, weather that kept people at home will no longer compel them to remain at home to the same extent.

3. The coming *control* of weather—clearly our next great scientific breakthrough, which is being sped by defense-inspired studies—will play a vast role in *all* retailing, lessening the hazards of weather extremes with respect to retail promotions, changing seasons, lessening the problems of bad-weather driving, etc. It will, of course, free recreation from some of its weather problems.

Perhaps our people will soon tend to seek more of their recreation nearer home; maybe tourism will peak out as it loses some of its novelty appeal. But the desire to get out of the home (neither radio nor tv nor any other new development ever kept people home for long) plus more leisure time, plus better incomes, plus the herd instinct of people which prods them to get together (and, in our modern suburbs, across-the-street neighbors no longer meet!)—all will combine to shove the recreation center into high speed.

And that, in turn, will bring about a new form of retailing because, as I've remarked, where traffic builds up, retailing is seldom far behind. #

March came in like it says:

	Average Audience Ratings*	Number of Half Hour "Firsts"*
ABC-TV	22.3	20
NET Y	20.2	10
NET Z	17.9	5

*Source: First March 24–Market Nielsen TV Report, week ending March 6, 1960, 7 nights, 8-10:30 P M, NYT.

ABC TELEVISION abc

Along the Media Path

WTVT, Tampa-St. Petersburg, has been cited by *TV Radio Mirror* for having the best tv news program in the southern states for its program, "Pulse." Broadcast twice daily, "Pulse" gives local and state news, sports and fishing information and weather, editorial, national and international news.

• **Washington Post** published an 11-page travel section March 6, which contained 18,820 lines of advertising. The section featured a full color cover with most of the editorial copy keyed to the major 1960 events scheduled in Europe.

• The **Hartford Times** will assist the Greater Hartford Chamber of Commerce in a study of the economic climate of 23 area communities, an objective preparation of long-range planning to spur business and industrial growth. Co-sponsoring the study is the University of Hartford. Hartford Electric Light Co. will aid the study through symposiums on the general subject of economic growth.

• The **Denver Post** has launched a $1,000,000 expansion program to provide r.o.p. color display in bigger daily newspapers before the year's end. Included in the project are the purchase and installation of five new press units with color attachments and construction of a two-story plant addition on adjacent downtown property.

• **Better Homes & Gardens** will launch its second annual salute to druggists with a 1½-page announcement in its April issue, citing the importance of the druggist's role in aiding better living. Chain and independent drug stores throughout the nation, and drug departments in chain stores are scheduled to tie in with the retail promotion.

• **Art Direction**, official publication of the National Society of Art Directors, cited the February cover of *Coin-Op* for visual excellence, marking the first time, according to *Art Direction*, that a trade publication has been chosen for this honor.

• **Industrial Publishing Corp.**, as part of its 30th anniversary program, in May, will award IPC Work/Scholarships Awards to juniors at six engineering schools. The winners will be entitled to 10 weeks' summer employment in the technical publishing field, plus a $500 cash prize.

• Nearly 900 chain supermarkets have signed up to tie in with the **American Home's** nationwide July promotion, "Cookout, U.S.A." The stores will set up life-size, end-aisle displays and use shelf-talkers, wire hangers, posters, and a life-size die cut of "Charlie, the Cookout Man." Four-color blow-ups of editorial matter from *American Home's* July issue, which will feature outdoor cooking, will be supplied to the stores.

• **Life** has launched a national college program featuring weekly columns of comments written by student "copywriters" in more than 110 schools across the country. The campaign will run in college newspapers on a 13-week schedule. Each week a student prepares a column commenting on the current issue of *Life*, its contents and, whenever possible, relates *Life's* articles to specific campus activities and interests. Student writers are selected upon recommendations by school officials and the college editors.

• The March issue of **Harper's Bazaar** devotes 26 pages to the designs of the New York Couture Group and Chrysler's Valiant car in a special ready-to-wear section.

• Effective with its July issue, **Better Farming Methods** will shift its editorial emphasis and increase its circulation to 50,000. Now edited for county agents, professional farm managers, bank farm service agents and other agricultural leaders, as of July it will extend its coverage to the top half agricultural income counties, the areas that produce 85% of the total gross farm income.

• **Chickasha Daily Express** has purchased the former national headquarters of the Chickasha Cotton Oil Co. and will move its offices into that building as soon as remodeling is completed. In addition to publishing facilities, the new "Daily Express Civic Center" will contain a community room for organization meetings.

• On Feb. 21, the **Boston Herald-Traveler** published a 64-page special section on the 1960 New England Boat show. The section carried approximately 110,000 lines of advertising.

• National Assn. of Retail Clothiers & Furnishers, in conjunction with the American Institute of Men's & Boys' Wear, jointly presented a special award to **Gentlemen's Quarterly** in recognition of the publication's contribution to the men's fashion industry.

• The **Houston Chronicle** will publish its annual "Spring & Summer Travel & Resort Vacation Guide" May 1.

• **Parade** has mailed out a promotional folder comparing its coverage and readership with the Big Three weekday magazines.

• The **New York Mirror** will devote its April 7 "Food Shoppers' Guide" section to Passover foods.

• Beginning with the Feb. 20 issue and continuing through the remainder of 1960, Readex readership studies on men readers will be made on every issue of **The Farmer.**

• In a telegram to Wade H. Nichols, editor of **Good Housekeeping**, President Dwight Eisenhower cited *Good Housekeeping* on its 75th anniversary.

• A study by the **Television Bureau of Advertising** on the effects of the first use of tv by Tyrex, an association of five companies manufacturing Tyrex cord for car and truck tires, shows tv viewers had a far more favorable reaction to Tyrex than non-viewers. Additional information on the study is available from the Television Bureau of Advertising, 444 Madison Ave., New York 22.

• A remote radio broadcasting transmitter on a power boat, believed to be the world's first floating studio, has been launched by **WTAN**, Clearwater, Fla. The custom-fitted craft is equipped with a converted portable ship-to-shore radio transmitter with a range of 75 miles.

• **KRAK**, Stockton-Sacramento, distributed 50,000 pins at 114 distribution points bearing the message, "I Like KRAK."

• **National Time Sales**, New York, is distributing a monthly bulletin, "Alaska Market/Media Data" which gives late Alaska market and media information. Addition-

IT'S A CINCH TO SELL WHEN THEY LISTEN

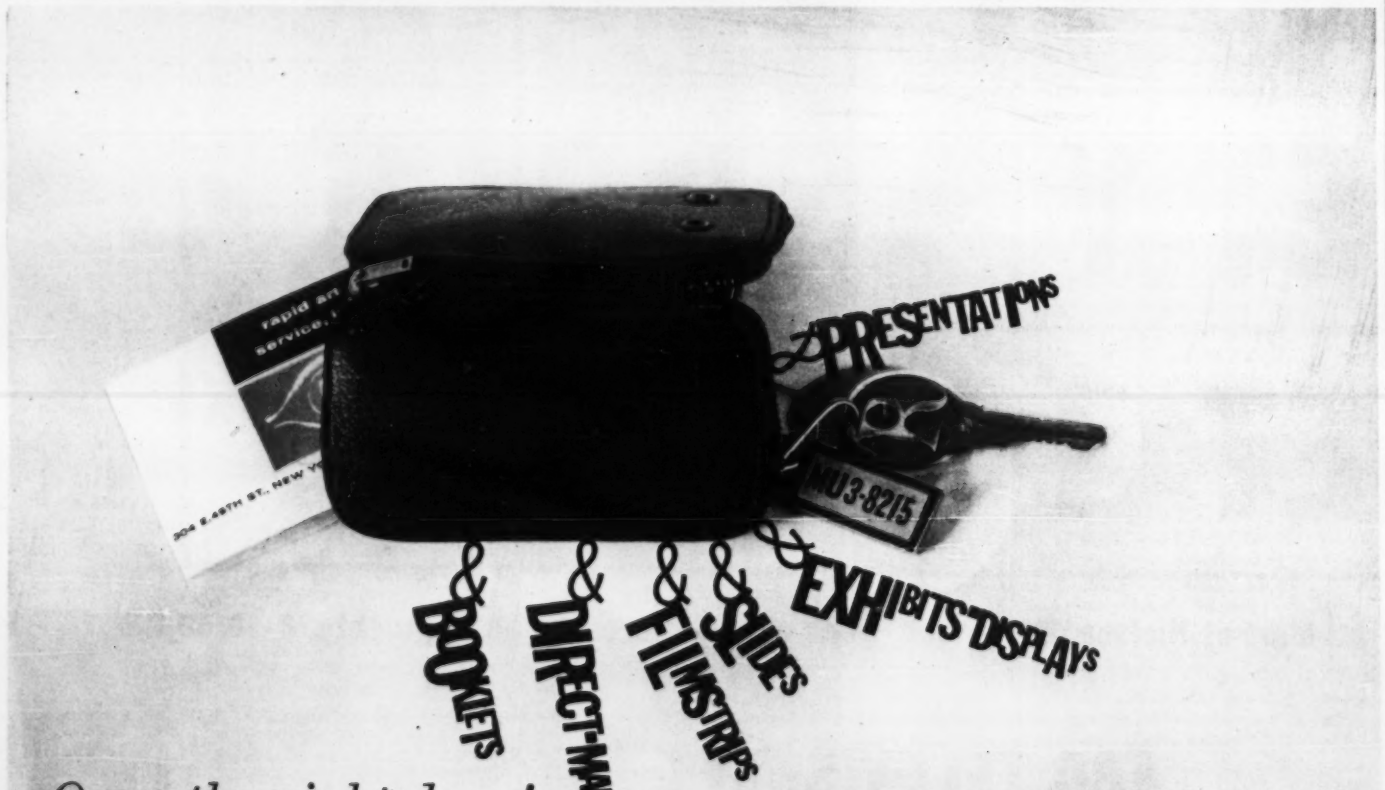
And "Professional Nursing Home" commands the attention of administrators in this field because it's editorial content is tailored solely to their interests. Nursing Homes and homes for the aging is a booming new market rich in sales. (More than 16,000 homes to date.)

To learn its true worth, see our ad in B P R D or write to . . .

PROFESSIONAL *nursing home*

THE MILLER PUBLISHING CO.
2503 Wayzata, Minneapolis 40, Minn.
Business Journalists Since 1873

SAN DIEGO CALIFORNIA BUYS



Open the right door! *Behind many doors you may find creative thinkers, artists, and craftsmen. But in all New York there is but one door where these professionals concern themselves solely with superb excellence in the specialties above. ● Moreover, they possess the complete facilities to conceive and produce an entire job . . . all behind this single door.*

Use the Rapid Key . . . open the right door! Rapid Art Service, *304 E. 45 St., N.Y. 17, MU 3-8215*

al information is available from Allen Alperton, National Time Sales, 122 E. 42nd St., New York 17.

• A replica of **American Hom** electrically operated to open and close automatically to an editorial spread approximately 10x16', is currently on display in the Chicago & North Western Railway terminal, Chicago. The cover is in color, and most of the area on the spread and back is covered with color blowups of new editorial photographs and copy features.

• "Awareness 1959," a 12-page booklet covering activities of **WJXT** in public affairs programming in 1959, has been published by WJXT, Broadcast House, Jacksonville 7, Fla.

• Montgomery Ward & Co. will display **McCall's** Betsy McCall editorial pages throughout 545 stores, April 4-9. The Betsy McCall page features children's dresses in "butter yellow," which Montgomery Ward will promote in its housewares and women's wear departments.

• **WIL,** St. Louis, mailed out kelly green ties on St. Patrick's Day to remind clients that they enjoy the "Luck of the Irish" every day they use WIL.

• **Parents' Magazine** has opened a completely equipped home-type workshop, "Better Homemaking Center," in its New York headquarters. The workshop, equipped with both electric and gas appliances, will serve as a center for the evaluation of appliances, housekeeping equipment and foods.

• **Post Exchange & Commissary,** magazine of merchandising to the Armed Forces, will celebrate its 20th anniversary with its April issue.

• A total of 1,700 newspaper ads representing more than 6,000 of the nation's top supermarkets have been submitted in **McCall's** 11th Annual Super Market Institute Newspaper Awards Program. The awards are designed to encourage more effective local newspaper advertising by supermarkets.

• **Los Angeles Evening Mirror News** will salute the world's champion Dodgers' third season in Los Angeles with a special sports section April 12. A roundup of facts and features on the 1960 Dodgers, plus highlights of their 1959 season, will be in the section.

• Timed to coincide with Chicago's official annual spring "Clean Up, Fix Up, Paint Up" period, the **Chicago Tribune** will publish a special supplement in its April 24 issue, as part of an area-wide promotion staged in cooperation with the Chicago Paint, Varnish & Lacquer Assn. The supplement will include how-to-do-it information on selection and application of paint.

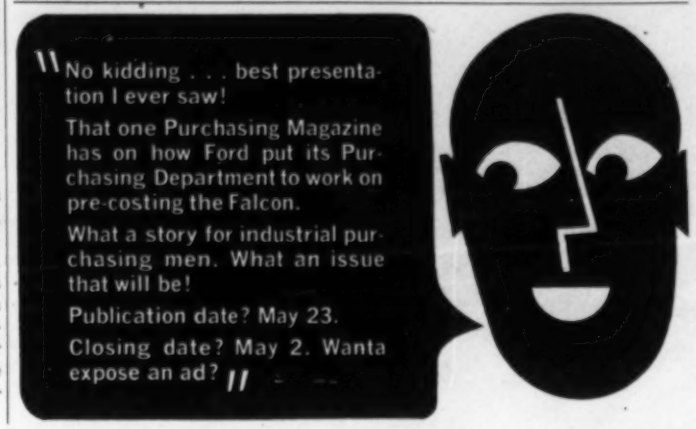
• **Department of New Laurels:**

Farm Journal's advertising revenue for the first quarter of 1960 was $3,519,971, a 15% gain over last year's first quarter.

House & Home carried 576 pages of advertising in the first quarter of 1960, a gain of 155 pages over the first quarter of 1959.

The New Yorker had advertising income of $14,860,692 in 1959, compared to $13,301,190 in 1958.

Time recorded advertising revenue of $12,500,000 for the first quarter of 1960, up 21% over the corresponding period in 1959. #


"No kidding . . . best presentation I ever saw!
That one Purchasing Magazine has on how Ford put its Purchasing Department to work on pre-costing the Falcon.
What a story for industrial purchasing men. What an issue that will be!
Publication date? May 23.
Closing date? May 2. Wanta expose an ad?"

EVERYTHING UNDER THE SUN!

LUMBER, BUILDING MATERIALS and HARDWARE sales totaled more than $87,201,000* last year in San Diego. And, in every sense, San Diego is a market that's *building*—steadily and sturdily. It is now the third largest market in the western states and the fastest growing major metropolitan area in the nation.

Reach, convince and sell the San Diego market through its two metropolitan dailies: *The San Diego Union* and *Evening Tribune.* Combined daily circulation is more than 200,000 (220,667 ABC 9/30/59).

The San Diego Union | *EVENING TRIBUNE* SELL SAN DIEGO

*Source: Economic Research Department, Union-Tribune Publishing Company; 1958 Census data adjusted to 1959 Taxable Sales

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering San Diego, California—Springfield, Illinois—Northern Illinois—and Greater Los Angeles. Served by the Copley Washington Bureau and the Copley News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

At SHOPPING CENTERS . . . or ANYWHERE

Of all the folks you see from ABC Cincinnati . . .

7 OUT OF 10 *read the* **CINCINNATI POST TIMES-STAR**

*B. L. Schapker Market Research

Total ABC circulation, the largest daily in Cincinnati history . . .
267,672

The Newspaper that Spends the Evening with the Family

ROBERT K. CHANDLER
Manager, General Advertising Department
★
Represented by
The General Advertising Department
SCRIPPS-HOWARD *Newspapers*

Lefton Adds Wilson Jones

Wilson Jones Co., Chicago, manufacturer of business forms, loose leaf binders and other record keeping essentials, has appointed Al Paul Lefton Co., New York, to handle its advertising. The company has placed direct for the past five years and has been spending about $250,000 in advertising and merchandising yearly. The company was reorganized recently under a new management headed by Jack Linsky, who is also president of Swingline Inc., New York, stapler manufacturer.

'World-Telegram' Uses 'Look'

The *New York World-Telegram & Sun* has launched a circulation promotion campaign in *Look*, using the Magazone plan. The Scripps-Howard newspaper has contracted for a 13-time schedule in *Look's* Middle Atlantic edition. This is the first time the paper has advertised in a national magazine. Donahue & Coe is the agency.

PRETTY—*This four-color page for Downs Carpet Co., Philadelphia, appears as the inside cover of House & Garden in April and the May Living for Young Homemakers. Fien & Schwerin, Philadelphia, is the agency.*

General Time Boosts Westclox Ad Budget 30% in '60 Over '59

LA SALLE, ILL., March 22—General Time Corp. will invest an estimated $2,800,000 this year to promote Westclox clocks and watches—a 30%-plus increase over the 1959 ad budget of $2,100,000.

Starting this month, Westclox will kick off a new advertising campaign in television, supplements, magazines and business publications. This marks the company's reentry into the magazine field for the first time since 1957.

Running from March through May, insertions are scheduled in *Better Homes & Gardens, Good Housekeeping, Ladies' Home Journal* and *Reader's Digest*, plus *Family Weekly, Parade, This Week Magazine* and independent supplements. On tv, commercials will be heard on Westclox's monthly show, "Special Tonight": on March 20 it was the drama, "Valley of Decision" (CBS-TV), and on April 20 it will be "Ninotchka" (ABC-TV).

For its trade campaign, Westclox has scheduled more than 25 trade publications in one of its most extensive trade pushes.

Batten, Barton, Durstine & Osborn, Chicago, is the agency. #

Morrell Named CAI Exec VP

Sydney W. Morrell, formerly vp in charge of public relations of International Telephone & Telegraph Corp., has been appointed exec vp of Communication Affiliates Inc., a McCann-Erickson unit. He will be particularly concerned with the operations of the pr division—CCI, (Communications Counselors Inc.)—and will thus replace Howard Chase, who resigned last year to form his own p.r. company. However, McCann said he will also have responsibilities in the research and sales promotion division of Communication Affiliates. Mr. Morrell, prior to joining IT&T in 1957, was general p.r. manager of Ford Motor Co. and before that, a partner in Earl Newsom & Co.

Chicago Penthouse Club for Admen to Open in April

Opening of a new penthouse club, Centaurs Advertising & Media Club, to be located on the penthouse level of the Illinois Mid-Continent Life Insurance Bldg., 737 N. Michigan Ave., Chicago, is scheduled for early April. Memberships, which will be restricted to 250, will be open only to members of the advertising and communications field. The club will be designed as a downtown luncheon and dinner club and will include an outdoor terrace patio in warm weather.

Milton N. Pierson is executive director of the Centaurs and George Maurice Bons has been named club manager.

WPIX Promotes Cohen

Aaron Cohen, formerly a research analyst at WPIX, New York, has been named sales development supervisor at the tv station. He succeeds Ronald Pollack, who joined NBC-TV as manager of sales development.

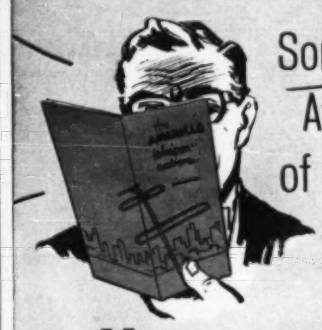
Nabisco Sales Set Record

National Biscuit Co., New York, achieved record sales and earnings in 1959. Net sales were $429,000,000 last year, up 3.8% from $413,000,000 in 1958, and net income was up 11% to $24,500,000 compared with $22,100,000 in 1958.

INSERT—*This is the first page of an eight-page two-color insert for DoAll Co., Des Plaines, Ill., running in the March American Machinist. Editorial style is a new approach. Single ads will run in Fortune and Dun's Review & Modern Industry. Buchen Co., Chicago, is the agency.*

OH-OH!

Somebody's Face Is Red After Seeing Page 3* of the new Amarillo ARB



*Average Quarter-Hour "Homes Reached" ARB, November 1959

Yes...ARB Proves

K7 Coverage

We told you so . . . that KVII-TV's full power, all-live ABC and 8:00 A.M.-to-midnight daily programming combined with Amarillo's tallest tower was upsetting the old Amarillo TV picture. K-7 sure reaches the homes. Page 3 of the new ARB proves that. And, while you're in the ARB, look at the near even split in the Metropolitan Share of Audience. Look at 6 P.M. to 10 P.M. — look at Sunday. Then ask your Bolling man for specific availabilities.

KVII-TV ABC
CHANNEL 7 AMARILLO, TEXAS

The TV Buy

KROD-TV EL PASO · **KVII-TV** AMARILLO · **KOSA-TV** ODESSA-MIDLAND

DELIVERS TEXAS' 3 FASTEST GROWING MARKETS IN EFFECTIVE BUYING INCOME · 1959-1965**

1.	Odessa-Midland	Up 66.9%
2.	El Paso	Up 57.8%
3.	AMARILLO	Up 53.3%
4.	Lubbock	Up 50.9%
5.	Corpus Christi	Up 48.2%
6.	Houston	Up 47.7%
7.	Dallas-Ft. Worth	Up 46.1%
8.	Temple	Up 45.5%

**Sales Management, Nov. 10, 1959 "Marketing On the Move"

3 QUALITY STATIONS / 1 NATIONAL REPRESENTATIVE
QUALITY MARKETS / THE BOLLING COMPANY, INC.

Jack C. Vaughn, Chairman of the Board
Cecil L. Trigg, President
George C. Collie, National Sales Mgr.

a TV TRIGG VAUGHN STATION
KROD-TV EL PASO · KVII-TV AMARILLO · KOSA-TV ODESSA-MIDLAND

SELLING IN NORTH CAROLINA CALLS FOR THE

WINSTON-SALEM JOURNAL AND SENTINEL
(MORNING) (SUNDAY) (EVENING)

CIRCULATION NOW 106,559
6-months Publisher's Statement, period ending September 30, 1959, as filed with the Audit Bureau of Circulations, subject to audit.

IN FACT, you can't cover North Carolina without the Journal and Sentinel

REP. KELLY-SMITH COMPANY

BUY COLORACTION

Top Color Facilities—The Journal and Sentinel have North Carolina's newest, most complete. Spot, screen, or 4 color, *any day of the week.*

Choice Market—Dynamic! Hustling! Over 100% penetration in the Winston-Salem metropolitan area and over 70% additional penetration in a growing, well-defined 11-county market with Retail Sales of $531,666,305.00!

Big Action—Buy the Journal and Sentinel—North Carolina's COLORACTION newspapers—for big action, big sales!

FCC Payola Rule Exceeds Law, NAB Protests

Networks, Broadcasters Protest Interpretation of What Payola Is

WASHINGTON, March 24—The National Assn. of Broadcasters and other industry spokesmen expressed consternation today over the latest Federal Communications Commission bid to clean up payola within the radio-tv industry.

National Assn. of Broadcasters, the three tv networks and other industry groups filed protests against the policy statement issued by the commission last week requiring disclosure of all barter deals, all situations where the station receives inducements to cover news events, and all instances where there is compensation for pushing a particular record (AA, March 21).

The NAB protest, framed by the three-man policy committee exercising a temporary regency over the association, charged the FCC statement would require most broadcast stations to make constant, repetitive announcements. The triumvirate, appointed after the death of NAB president Harold Fellows, is composed of Clair R. McCullough, Steinman Stations, Lancaster, Pa., chairman; G. Richard Shafto, WIS, Columbia, S. C., and Merrill Lindsay, WSOY, Decatur, Ill.

■ Industry members objected to the informal procedure used by FCC to announce a sweeping interpretation of payola responsibilities without consulting broadcasters. Asserting that the commission's statement exceeds the law, NAB said any changes in the outlook "should be the subject of rule-making, with the opportunity for the public and interested parties to challenge some of the premises upon which some of the requirements rely."

The American Broadcasting Co. declared: "It would seem questionable that every item of assistance must be given explicit acknowledgment regardless of its value, the effect on the program, and irrespective of whether it played any part in the decision to produce and broadcast the program."

NBC compared distribution of press releases to newspapers with the gift of free records to stations. It said neither the press release nor the record can always be sure of getting a plug.

CBS termed the interpretation too vague and hard to enforce.

■ Rules and legislative proposals which FCC distributed early last month to tighten its legal authority over payola, also came in for criticism.

The NAB said that "reasonable diligence" is about as far as broadcasters should be expected to go in curbing payola. All the networks stressed the job their program standards staffs were doing, and all have issued warnings to avoid free plugs, NAB emphasized.

But NBC said networks "can't be responsible for the packager who provides the entire entertainment program." NBC claimed it is impractical to ride herd on all production details.

Other views of FCC's interpretation of rules came from the Westinghouse Broadcasting Co. Westinghouse said it's essential that any revision in the act make it clear that there is no intention to penalize innocent licensees who are victims of dishonest employes.

Last Minute News Flashes

Sara Lee, Miller Sponsor WGN-TV 'Play of Week'

CHICAGO, March 25—Kitchens of Sara Lee, Chicago (Cunningham & Walsh), and Miller Brewing Co., Milwaukee (Mathisson & Associates), will co-sponsor nine showings of the taped "Play of the Week" series on WGN-TV April 17 to June 12. The show is one vehicle Sara Lee will use to introduce its Chicken Sara Lee frozen main course product in the Chicago area. Other media for the $100,000 introductory drive include newspaper teaser ads beginning April 7; b&w spreads in the *Tribune* April 27 and *Daily News* April 28; a b&w page in the *Sun-Times* April 29; a 1,645-line b&w ad in the *American* April 21; heavy spot tv and radio, and a saturation outdoor showing. Chicken Sara Lee was introduced in the East last October (AA, Oct. 17, '59), and early this year in Florida and Texas.

Pfaff Consumer Account Goes to Kemper from D-F-S

NEW YORK, March 25—Pfaff International Corp., sewing machine marketer, has appointed Don Kemper Co. to handle its advertising and for its subsidiaries—Pfaff American Sales Corp. and Pfaff Industrial Sewing Machine Corp. Alfred S. Moss, senior vp, who will be account supervisor, handled the international and industrial portion of the account as president of Williams Advertising Agency before its merger Jan. 1 with Kemper (AA, Dec. 28). Dancer-Fitzgerald-Sample formerly handled Pfaff's consumer advertising. The account is reported to bill $500,000 domestically.

Time Inc. Revenues Rose to $271,373,000 in '59

NEW YORK, March 25—Time Inc. revenues from operations for 1959 were $271,373,000, up $26,266,000 from 1958. Net income was $9,004,000, up from $8,737,000. Net advertising revenues (after discounts and commissions) reached a record $174,000,000, up $17,000,000 from 1958. Gains in revenue for its magazines were cited, along with the report that the international editions of *Time* and *Life* showed a 16% gain in revenue, and a 721-page gain, to a record 7,603 pages.

BPA Told to 'Implement' Cooperation with ABC

NEW YORK, March 25—Business Publications Audit of Circulations has given its executive committee a green light to "implement" the BPA board's desire "to cooperate with the Audit Bureau of Circulations in the development of greater comparability in the audit reports and publishers' statements of business publications" (*see story on ABC's views on Page 12*). The committee is expected to discuss a comparable audit early next month. The board also discussed the auditing of request circulation and the adoption of a single audit form to replace the two forms it now uses.

'Telegram' Group Gets Toronto TV License

TORONTO, March 25—Baton Aldred Rogers Broadcasting Ltd. today was awarded Toronto's first second-station tv license. John Bassett, publisher of the *Toronto Telegram*, is chairman of the company, which said its annual advertising potential in the country's No. 1 market is $14,531,000. There were nine other contenders for the license, including two other Toronto newspapers, the *Star* and *Globe & Mail*. The station expects to be on the air next Jan. 1. Toronto's only other station, CBLT, is operated by Canadian Broadcasting Corp., a government body (*for story on the granting of private licenses in Montreal, see Page 3*).

Army Nears Agency Pick; Other Late News

• **The Army's** selection of an agency for its $1,000,000 recruiting account is in the final stages, with four companies reportedly in the running. Although tight security shrouds the selection process, two of the agencies vying for the account are Dancer-Fitzgerald-Sample, incumbent since October, 1952, and McCann-Marschalk. The contract will be effective July 1, for one year, plus options for two annual renewals.

• **Lever Bros.**, New York, is giving away quarter-pound sticks of Imperial margarine to shoppers in the Chicago area who buy either a pound of Imperial or a pound of butter (any brand). Limit: One to a customer. The company declined to say whether it is making the same offer in any other cities. Foote, Cone & Belding is the agency.

• **Edward Robert Brooks**, former advertising and public relations director of Peter Hand Brewery Co., Chicago, has been appointed director of marketing and public relations for the Evaporated Milk Assn., where he will organize a new marketing department.

• **NBC's swap** of its Philadelphia stations for the RKO General Boston stations has precipitated a round of tv affiliation changes in Boston. When this deal is okayed, NBC is due to switch from its present outlet, WBZ-TV, to the NBC Boston owned station, WNAC-TV, which is now the principal CBS affiliate. CBS has signed, effective Jan. 1, 1961, a primary affiliate agreement with WHDH-TV, previously the prime ABC outlet in Boston. As part of this fruit-basket-upset activity, WBZ-TV, a member of the Westinghouse group, is expected eventually to become the ABC Boston outlet. Westinghouse's affiliation contract with NBC, however, still has a year and one-half to run. Except for the CBS switch, which is definite, the rest of the picture is confused, and will be until the government okays the NBC-RKO deal.

• **Jay M. Sharp**, general manager of advertising of Aluminum Co. of America and vice-chairman of the Assn. of Industrial Advertisers, has been nominated for the post of AIA chairman. Tom A. Yellowlees, advertising and sales promotion manager of the motor control department of Canadian General Electric, has been nominated to be vice-chairman, a post that is frequently a stepping stone to chairman. Voting is set for June 6.

• **Frigidaire**, Dayton, O., will spend $300,000 to bring American viewers coverage via three NBC programs of the wedding of Princess Margaret and Anthony Armstrong-Jones. There will be two telecasts on May 6, the day of the wedding, and a program on April 21 recalling the highlights of Princess Margaret's life. Dancer-Fitzgerald-Sample is the agency.

• **Needham, Louis & Brorby**, Chicago, has followed the lead of Dancer-Fitzgerald-Sample; Foote, Cone & Belding and Sullivan, Stauffer, Colwell & Bayles in bowing out of contention for the $10,000,000 Pepsi-Cola account. NL&B said, "The complexities of handling this account could work to the disadvantage of our present clients."

New FCC Nominee Mills Was Candidate for Job in '54, Too

WASHINGTON, March 25—The administration looked back into the files of long-standing Federal Communications Commission candidates this week in nominating Edward K. Mills to the vacancy created by the resignation of John Doerfer.

Mr. Mills was an FCC candidate in 1954, but was passed over for George C. McConnaughey.

At the time he reportedly took the position that he was not interested in FCC unless he was assured that he would get the chairmanship.

Currently he is deputy administrator of the General Services Administration, the government's "housekeeping" and purchasing agency. There have been reports of internal dissension at that agency and an unusually high rate of turnover in the top echelon.

The term which Mr. Mills is to fill at FCC runs for only 15 months. Moreover, he cannot take office until the Senate, which is soon to be stalled in another civil rights debate, considers the nomination. #

Smaller Buick Is Set; Ads to Tell Ease of Purchase

DETROIT, March 25—Buick division of General Motors told its dealers in a closed-circuit telecast yesterday that it will have a new small car on the market next fall.

E. D. Rollert, Buick general manager, said the new auto will be designed to sell in the area between the present domestic compacts and conventional cars. No name was given, but the rumor mill has tagged Buick's new entry as Invader.

Two other GM divisions, Pontiac and Oldsmobile, also are reportedly readying smaller cars for market next fall or spring, but Buick is first to make it official.

The coast-to-coast telecast was also used to tell dealers about a special spring advertising campaign, built around the theme that it's easy to purchase a Buick. It will break the week of April 4, using newspapers across the country, spot radio and direct mail.

McCann-Erickson is the Buick agency. #

Grant Picks Up Penick & Ford

NEW YORK, March 25—Penick & Ford Ltd. yesterday named Grant Advertising to handle its advertising, succeeding Batten, Barton, Durstine & Osborn, as of June 30.

The company produces Brer Rabbit molasses and syrup, Vermont Maid and Renick syrups, My-T-Fine desserts and frosting and baking powder.

The account, which had been with BBDO for almost 26 years, bills approximately $1,500,000.

Penick & Ford yesterday also announced the election of M. J. Martin as president, succeeding J. M. Wildmer, who will retire March 31 after 41 years with the company. Mr. Martin joined the company in 1915, and has been exec vp since 1957.

Penick & Ford retain two other agencies: Samuel Croot Inc., New York, for Swel frosting and Davis baking powder, and Lake-Spiro-Shurman Inc., Memphis, for Brer Rabbit syrup. #

Movie Industry Again Sponsors Awards Telecast

P&G Buys Pre-Award Show on NBC-TV Telling 'Arriving Stars' Attire

NEW YORK, March 23—If you've been to the movies lately, you may have been surprised by a request that you stay home the night of April 4 to catch movieland's gala Adademy Awards presentations on television or radio.

The motion picture industry, for the third consecutive year, will pay for coverage of the Oscar awards on the NBC and NBC-TV networks. And again the audience will get a respite from commercials. Before 1958, the affair was sponsored by Oldsmobile for four years and carried the usual quota of commercials.

Time and production charges, totaling about $600,000, will be absorbed by the Motion Picture Assn. of America, which is composed of major film producers and distributors, although the order at NBC includes the Academy of Motion Picture Arts & Sciences as a sponsor. The academy is supported by various segments of the film industry and notably by the MPAA.

The MPAA also has purchased the only station break scheduled on NBC-TV during the 90-minute show. The association spent more than $32,000 to clear the time on 185 U. S. stations. Institutional copy will be used during the break to inform viewers that "your best entertainment is as near as your nearest theater."

Donahue & Coe placed the order for the spot tv buy.

■ Only one station of the 186 ordered, KBES-TV, Medford, Ore., would not clear the time for the awards presentation. Odeon Theaters and Famous Players Canadian Corp. bought the station breaks on most of the approximately 39 Canadian television stations carrying the show.

Bob Hope will emcee the 32nd annual awards presentation, which will originate from Hollywood.

More than 4,000 theaters in the U. S., the largest number to date, are conducting buildup campaigns, urging their patrons to watch the presentations. Several other companies are staging promotional efforts, including one by Pepsi-Cola, in which a total of $2,500 in prizes will be awarded to theater owners conducting the best publicity campaigns for Oscar night.

This year, for the first time, there will be a half-hour pre-awards show, "Oscar Night in Hollywood." Procter & Gamble will sponsor the 10 p.m. EST show on NBC-TV with the Brown Derby in Hollywood as the origination point. Tony Randall and Betsy Palmer will host the show, which will include a description of what the stars are wearing by Edith Head, fashion expert. P&G's buy was made through Grey Advertising. #

Don Young P.R. Bows

Donald W. Young has established his own public relations company, Donald Young Associates, with headquarters at 46 E. Superior St., Chicago. Mr. Young formerly was director of public relations of A. C. Nielsen Co., Chicago.

Wilding Names Hawthorne

James D. Hawthorne has been appointed account executive in the Cleveland divisional office of Wilding Inc., business film and sales promotion company.

104 Stations Buy 'Race for Space,' Refused by Nets

(Continued from Page 1)

work show for another equally acceptable time period, this traffic expert explained, and the network advertiser probably would not want a second-rate time period. Stations are free to pre-empt a network program for a show they judge to be in the public interest, and "Space," which deals with the U.S.'s missile lag, falls into this category.

With all the bad publicity tv has been subject to lately, stations are understandably eager to carry good public service programming. But might there also be a financial advantage to the stations in carrying the "Race for Space"? Probably so. When a station carries a network program, it is paid approximately 30% of its card rate by the network. For example, if a station has an hour rate of $1,000, it will receive about $300 for a network show. If, on the other hand, the same hour is sold on a spot basis, the station would receive the full $1,000, less 15% agency commission and the station representative commission.

■ The sale of "Space" was made directly to the stations, so a commission probably will not have to be made to the reps. Therefore, in the case of a $1,000 rate, the station will receive $850 after agency commission. Stations also have the right to re-run this hour once and sell it to other sponsors.

Stations will be making more on the missile special, but they also will be spending more to promote it, David L. Wolper, the show's producer, said. Each station has agreed to give the show a heavy buildup, including on-the-air promotion and newspaper ads.

The estimated $350,000 which Shulton will spend for the show is about what it would have cost on a network, Mr. Wolper said. In many markets, Shulton may save money by buying a station with relatively low rates. In New York, for example, it will be shown on WPIX, which has far lower rates than any of the network affiliates.

■ Whatever costs Shulton may save on time, however, probably will be dissipated in extra production and handling expenses, Mr. Wolper explained. Individual prints of the filmed show will have to be sent to each station, and this will involve an expense in excess of $7,000. If the show had been run on a network, about 20 prints would have been sufficient to take care of time zone differences, he said. Add to this the expense of shipping the prints, as well as the cost of the telegrams and phone calls made to the stations, and the total cost will approximate that of a network buy, the producer said.

■ Two independent stations, WPIX, New York, and KTTV, Los Angeles, played an integral part in this unusual spot operation. Fred M. Thrower, of WPIX, and Richard Moore, of KTTV, working with Charles Amory, Shulton account executive at Wesley Associates, sent telegrams to a large list of stations, explaining that they had seen the show and highly recommended it. By the next day the agency had received 150 replies. In some cases, Wesley sent men into the field to line up stations. More stations may be added to the lineup by the time the show is aired, which will be during the week of April 24 on each station.

Other advertisers already have shown an interest in sponsoring similar documentaries on a regional basis, Mr. Wolper said. They include Standard Oil Co. of California, United Air Lines and the Bank of America. #

Spot Checking of Print Ads Is Begun by Trade Commission

WASHINGTON, March 24—Federal Trade Commission Chairman Earl Kintner reported today that his staff is making spot checks of newspaper and periodical advertising as part of a new technique of "targetting" FTC activity into areas where it will be most effective.

In a talk before the Washington chapter of the American Public Relations Assn., Chairman Kintner said the intensified policing of advertising, which started with a tv monitoring operation five months ago, has been broadened and systematized in an effort to provide the commission with a complete run-down on advertising for particular products, areas or time periods.

He said FTC recognizes that voluntary compliance is always to be preferred if it can be made effective. "But we cannot let enthusiastic declarations of good intent on the part of business substitute for law enforcement."

■ He said intelligent analysis of advertising problems will point to different remedies in various situations. Sometimes an industry-wide approach will be possible. Other times, the recommended procedure will involve complaints against industry leaders. "In still other cases, there may exist areas of genuine misunderstanding as to what the law requires," he said.

"Not knowing where the pitfalls lie, advertisers push their advertising claims too close to the edge of legality and fall into law violations. Here the issuance of industry guides serves unquestionable useful purpose."

In another talk this week, before the Washington chapter of the American Marketing Assn., Chairman Kintner commented:

"Where short-term self interest conflicts with the public interest, the latter must prevail. Of course, long-term self interest is never in conflict with the public interest. So really, the job of business men is to look beyond their noses." #

McCall Corp. Sales, Profits Rose in '59

NEW YORK, March 23—McCall Corp. rang up record net sales of $74,479,750 in 1959, an 11% gain over 1958 sales of $67,063,011. Net profits last year totaled $1,253,423, as against a 1958 net of $1,139,683.

In his annual report to stockholders, McCall President Arthur B. Langlie attributed record sales to the "growth and vitality" of *McCall's* and *Redbook* and the pattern and commercial printing divisions of the company.

McCall's chalked up 1959 ad revenue of $20,263,179, as against revenues of $18,390,989 in 1958. Sales in the first quarter of 1960, the report said, are running 35.2% ahead of the corresponding quarter last year. Circulation of the magazine is at an alltime high, with a guarantee of 6,500,000 set for "January, 1961 or earlier," the report added.

Advertising revenue of *Redbook* amounted to $4,566,377, a 19.3% gain over 1958 revenue of $3,828,975, McCall Corp. reported. #

National Commercial to Wolf

National Commercial Bank & Trust Co., Albany, has named Dean C. Wolf & Associates, Boston, to handle its advertising, effective May 1.

THEY ALREADY KNEW—*When this picture was taken two weeks ago both Mr. Brower (left) and Mr. Dolan were all smiles (AA, March 7) and had announced that BBDO had acquired offices in Paris, Frankfurt and Geneva as part of the merger of Mr. Dolan's London agency and BBDO. They knew as they spoke that Bill Bernhardt, Mr. Dolan's European partner, had refused to go along with the new setup and that the new combine would therefore have problems right at the start in organizing offices in these three European cities.*

Defection of Bernhardt Hampers BBDO's Move into European Markets

(Continued from Page 1)

there is likely to be some frenzied maneuvering in the coming weeks. BBDO is conceding the Lockheed business to Bernhardt, but it is not prepared to give up Chrysler without a fight.

BBDO has maintained a one-man liaison office in Zurich for more than a year now. The liaison man—Alfred de Jonge—is going to London this week for conferences with Mr. Dolan and William E. Gillen, BBDO executive, who has been shifted from New York to London.

In view of Geneva's position as a European headquarters for many U. S. companies, BBDO is expected to transfer Mr. de Jonge from Zurich to this city.

■ In explaining the reasons for his breakup with Mr. Dolan, Mr. Bernhardt took a sharp dig at overseas agencies which get their thinking done for them in the U. S. In a statement issued here, he said:

"This was not an easy decision to make. But after 14 years of experience abroad I have determined that overseas agencies which receive their creative and inspirational impulse from America are too often far removed policywise from their operating area. With the growing importance of the common market and the European free trade area, this becomes even more significant.

"The needs of many clients are best served by an agency which has grown up in Europe and is staffed largely by Europeans, with a natural knowledge of the complexities of national characteristics and languages. If you superimpose on this a thorough understanding of American advertising and public relations techniques, you have the ideal agency for operation in Europe." #

Hazel Bishop's in Black for '59, Thanks to $1,110,619 Refund

NEW YORK, March 22—Hazel Bishop Inc., which hasn't shown a profit in four years, turned the corner in 1959—but it had to get a $1,000,000 advertising refund to do it.

The annual report for the fiscal year ended Oct. 31, 1959, shows net sales of $8,672,029 and an operating loss for the year of $139,250. But a note appended to the cosmetics company's financial statement shows a "reduction in advertising costs of $1,110,619" from Television Industries Inc., former owner of the cosmetics marketer, of which $935,537 applied to the "current" year. The company also reports the sale of "substantially" all its manufacturing equipment, as well as several stock purchase agreements.

■ As a result of all these transactions, Hazel Bishop had a net income of $102,258 in 1959.

In 1958 the company reported a loss of $352,744 on sales of $9,226,512; in 1957 the loss was $996,000 on sales of $10,006,462. The most recent profitable year was 1954, when the company netted $1,080,000 on sales of $12,000,000. The current tax loss carry forward is approximately $1,400,000.

A group headed by industrialist Daniel Van Dyk, now president and chief executive officer, purchased control of Hazel Bishop last December (AA, Dec. 7). Since then, Bishop named Donahue & Coe to handle its advertising, which formerly had been with Raymond Spector Co. (now defunct). The company expects to spend at least $2,000,000 this year, mostly in nighttime network television.

■ Television Industries Inc., operated by Matthew Fox, included one of the largest barter banks in tv. The financial note which describes the advertising refund explained that when Raymond Spector sold a $1,400,000 interest in the company he then controlled, to the Van Dyk group, he also agreed to reacquire some 623,000 shares of stock sold to Television Industries Inc. in 1958, when that company bought Hazel Bishop.

As a part of these and other agreements, the Fox organization released all claims against Hazel Bishop—resulting in the $1,110,619 reduction in advertising costs. #

Lee Consents to Stop Using Deceptive Brand Names

The Federal Trade Commission has approved a consent order disposing of a complaint which charged that Lee Rubber & Tire Corp. used deceptive brand names for tires. A Sept. 24 complaint said that Lee's Advance Super Deluxe was a second-line tire and that Lee had lowered the quality of other brands without revealing this fact in advertising. Under the order Lee agrees (1) not to represent that different quality tires are the same quality or (2) not to reduce the quality of its tires without changing the trade name, or clearly disclosing the change.

TWA Pulls Its Non-U.S. Ads Out of New BBDO Unit

(Continued from Page 1)

said announcement of a new agency will be made later.

In addition to the termination letter, Dolan, Ducker received another letter canceling a meeting previously scheduled for tomorrow between Messrs. Dolan and Montgomery.

■ No reason was given for the sudden dismissal, but several explanations were discussed here. It was recalled that in 1956, TWA abruptly fired BBDO as its U.S. agency, moving the account to Foote, Cone & Belding. At that time the move was attributed on Madison Ave. to a personal decision by Howard Hughes, the owner of TWA. Ben Duffy, then president of BBDO, was so baffled by the switch that he was forced to ask the airline for its reason—and was told that it just boiled down to a "management decision."

It was explained then that Mr. Hughes simply had decided to put his last egg in FC&B's basket. Mr. Hughes had just sold RKO Radio Pictures, and the account promptly moved from FC&B to J. Walter Thompson Co.

Another reason offered here was a conflict with Air France, which BBDO now services in the U.S. This, however, had been discounted as a trouble spot, because TWA is seemingly content to have Foote, Cone handle its U. S. advertising while the FC&B office in London handles British Overseas Airways Corp.

■ The TWA defection ruined what had been a glorious return to London for Pat Dolan. Mr. Gillen had watched the Duke of Edinburgh hand Mr. Dolan a Layton award for a Vaseline shampoo ad which had been adjudged the best b&w ad in the toiletries field last year.

"It was a great initiation ceremony," Mr. Gillen said, after attending the awards luncheon.

"Having the duke make the awards and speak the way he did about advertising was a wonderful piece of public relations and a tribute to the people in the advertising business," he said.

Mr. Gillen said he was highly impressed with the quality of the ads. "Your b&w ads are terrific," he said. "They're much better than the ads American agencies are producing. We've been on a splurge of color ads and are inclined to forget the dramatic impact black and white can have, if well done."

■ In the lush River Room of the Savoy, during a pre-lunch reception, Mr. Gillen outlined his immediate plans. "I'll be here about a month," he said, "looking around, getting acquainted and locating a house. I will then be returning to the States to talk to all our clients about the new setup. I will return to London with my family in June.

"With Pat's outfit, and what he can do for us and our clients, together with what we can do for him, we expect tremendous developments here in the next five years."

The latest Layton award was the sixth won by the Dolan agency since the competition began in 1955. His winning total is exceeded only by the 17 won by Mather & Crowther, which took three group awards and the color cup this year.

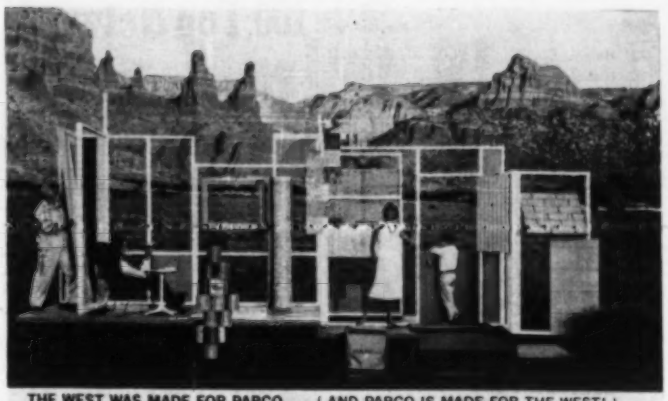
■ The Layton trophy for the best ad of the year was won by W. S. Crawford Ltd. for the second time.

AFA Defers Its Washington Move

NEW YORK, March 23—The Advertising Federation of America's plan to move its headquarters from New York to Washington, D. C., this year has been postponed.

The AFA board's action to defer the move was taken after due consideration of the following:

- The success of the new AFA branch office in Washington, established last fall under the direction of Donald J. Wilkins to provide a listening post in the nation's capital for the AFA's more than 50,000 members.
- The importance of convenient liaison and cooperation between AFA and the many other New York-based ad associations in the development of better self-policing procedures as a result of advertising's current problems. #



WESTERN BUILDERS—*This four-color bleed spread, appearing in the April 4 issue of western editions of Life and the April Sunset Magazine, kicks off the 1960 drive for Pabco building products by Fibreboard Paper Products Corp., San Francisco. The San Francisco office of Cunningham & Walsh is the agency.*

Ad Council Gets Praise from Ike

WASHINGTON, March 22—President Eisenhower last week hailed the work of the Advertising Council as one of the major forces helping the people of this country work toward a solution of the problems which confront the world.

In an appearance before the council's 16th annual White House Conference, the President commented that he "can think of no other body" that has done more to stimulate public understanding of the problems of the day than the council.

"It is not enough," he said, "in this modern time for a successful democracy just to place its trust in an individual or in a group of individuals.

"They must have enough information and comprehension of the great issues between ourselves and our opponents in the international world—the issues that determine internally whether we are going to be a sound, going economy, whether we are going to protect all the priceless values which this nation was established to protect, whether we are going to try to further them and try to live by them and vitalize them, so that our people can understand. That is truly the great problem that is always before our country."

- The President recalled that "for 18 years you have been stimulating the nation's conscience in areas where the voluntary work of great numbers of people has been necessary in order to promote worth while causes."

The President noted that the council currently is considering what can be done to develop the intellectual capacity and skills of our people. While he agreed that quality rather than quantity is necessary, he cautioned, "We don't want to think of the production of any elite, intelligent corps.

"We need a betterment of all education, in all levels," he commented, "if we are going to meet the requirements of a constantly increasing complexity in our lives."

Since the need to get information to the public is going to increase, he said, the work of the council is "not only praiseworthy, but absolutely vital."

The President noted that this is the eighth and last time he will be attending an Advertising Council White House meeting. He said, "It has been a very great privilege to have these contacts with a body in which I find so many of my intimate friends." #

Silverman Joins Chait as Sales, Ad Planning VP

Irving Silverman has resigned as business manager of *Esquire* and *Gentlemen's Quarterly* to join Lawrence G. Chait & Co. as vp in charge of sales and advertising planning, effective April 1. Mr. Silverman had been with Esquire Inc. for 20 years and was also director of special projects for the company.

Irving Silverman

Mitchell Heads New Network

John H. Mitchell, vp in charge of the ABC-owned San Francisco stations, KGO and KGO-TV, has been named manager of the recently formed Central American Television Network. This new hookup, which is owned by ABC (51%) and stations in Costa Rica, Honduras, Guatemala, El Salvador and Nicaragua, is expected to begin operations in several weeks (AA, Feb. 21). Mr. Mitchell will work out of a Central America office. The Central American TV Network also will set up a New York office.

MARKETING IN MICHIGAN?

Let THE PONTIAC PRESS introduce you to the huge Pontiac area!

Here, taken from an important new survey*, are some facts and figures on THE PONTIAC PRESS—leader in Michigan's big growth market:

■ **Leader in the Community** 76% take THE PONTIAC PRESS.

■ **Leader in Home Coverage** Preferred 3 to 1 over the leading Detroit paper.

■ **Leader in Creating Sales** 21% of PRESS homes make over $7500 a year.

■ **Leader in Exclusive Coverage** 61% of Pontiac Township households take *only* the PRESS.

■ **Leader in Home Delivery** 98% of coverage is home-delivered.

When you investigate sales potentials in Michigan be sure to take a *close* look at THE PONTIAC PRESS, the full-coverage independent newspaper serving the Pontiac area and Oakland County since 1842!

***Newspaper Home Coverage Study of the Pontiac,** Michigan Area is a 50-page comprehensive survey conducted independently by Benson & Benson, Inc., Princeton, N. J. and in consultation with ADVERTISING RESEARCH FOUNDATION, INC.

Write direct, or contact our Representative in your area; this new study will be sent to you immediately.

THE PONTIAC PRESS
PONTIAC, MICHIGAN
Circulation 59,339 Publisher's Statement Ending September 30, 1959
Represented by:
Scolaro, Meeker & Scott
New York, Chicago, Philadelphia, Detroit
Doyle & Hawley
Los Angeles & San Francisco

"Didya' hear how the purchasing people got into the act when Ford was developing the Falcon?

Terrific story . . . boy, will that go over big with purchasing agents everywhere!

Yeah, Purchasing Magazine's going to run the whole story in their Value Analysis issue, May 23.

Closing date? May 2. Want in?"

for the right impact on management . . .

. . . advertise in the magazine

edited for the age of the manager

Dominant, continuous advertising to management in DUN'S REVIEW and Modern Industry is the effective . . . selective . . . economical way to influence business decisions. Here your dollars buy frequent, impressive advertising which is read by important executives when they are thinking about business and most responsive to business advertising.

And this advertising reaches men your salesmen often can't.

This is the reason advertisers are placing more pages in DUN'S REVIEW, the business management magazine. They have found it the place to influence the decisions of men who have the authority and interest to act. When you advertise to business your advertising belongs in . . .

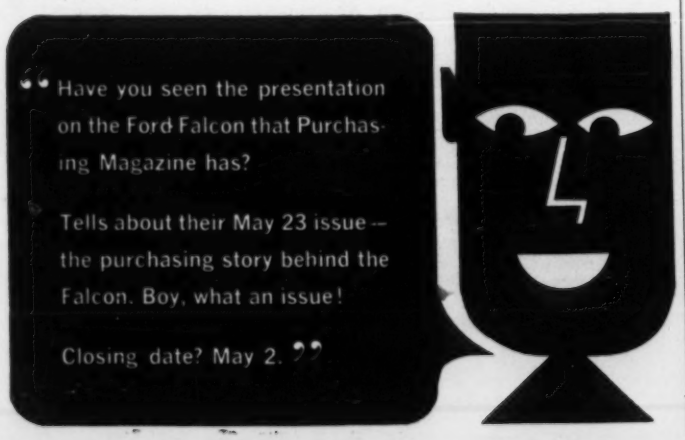
DUN'S REVIEW
AND MODERN INDUSTRY

The magazine of Presidents
...and men who are going to be!

Estimated Expenditures of 320 Network TV Advertisers in 1959

Source: TvB Figures from Leading National Advertisers and Broadcast Advertisers Reports

Rank		Gross time charges
164.	A.S.R. Products	$ 362,071
190.	Academy of Motion Picture Arts & Sciences	221,498
163.	Adolphs Ltd.	363,037
32.	Alberto Culver	5,140,407
187.	Allied Van Lines	235,587
197.	Aluminium Ltd.	185,143
42.	Alcoa	3,912,921
143.	Amana	500,730
296.	American Agricultural Chemical Co.	25,660
188.	American Can	226,752
242.	American Character Doll	83,275
46.	American Chicle	3,331,580
96.	American Dairy Assn.	1,209,127
254.	American Express	64,453
69.	American Gas Assn.	1,949,286
3.	American Home Products	28,109,458
295.	American Luggage	25,897
150.	American Machine & Foundry Co.	454,950
155.	American Marietta	438,146
194.	American Petroleum Institute	206,394
89.	AT&T	1,406,190
16.	American Tobacco	9,881,440
209.	Amity Leather Products	151,440
166.	Anheuser-Busch	343,427
36.	Armour & Co.	4,599,368
51.	Armstrong Cork	2,998,265
230.	Arnold Schwinn	108,492
313.	Artfield Creations	8,000
281.	Arvida Corp.	32,084
183.	Associated Products	260,490
94.	Atlantis Sales Corp.	1,255,175
273.	Avco Corp.	43,625
222.	P. Ballantine & Sons	117,690
280.	Barclay Mfg. Co.	33,758
28.	Bayuk Cigars	5,962,772
33.	Beech Nut	4,839,370
130.	Bell & Howell	588,113
268.	Beltone Hearing Aid	49,124
148.	Benrus Watch	466,123
203.	Berkshire Knitting	172,737
104.	Hazel Bishop	924,510
232.	Bissell Inc.	105,503
52.	Block Drug Co.	2,866,572
212.	Bon Ami	136,870
78.	Borden	1,626,436
241.	Borg Warner	83,977
275.	Botany Industries	42,610
198.	Boyer Int'l. Labs.	181,599
98.	John H. Breck	1,182,380
116.	Brillo	734,612
12.	Bristol-Myers	12,616,707
259.	Brown Shoe Co.	55,099
19.	Brown & Williamson	8,592,953
200.	Brunswick-Balke-Collender	179,223
74.	Bulova Watch	1,686,676
270.	Burgemeister Brewing	46,417
255.	Burgess Vibrocrafters	63,835
297.	Burlington Industries	24,444
244.	California Prune Board	78,771
34.	Campbell Soup	4,766,675
174.	Canada Dry	327,800
173.	Canadian Breweries	330,007
283.	Capital Airlines	30,766
55.	Carnation Co.	2,640,848
30.	Carter Products	5,468,065
293.	Channel Master	26,808
97.	Chemstrand Corp.	1,190,561
62.	Chesebrough-Pond's	2,271,639
282.	Chicago Printed String	31,698
17.	Chrysler Corp.	9,507,266
253.	J. R. Clark Co.	64,554
159.	Cluett, Peabody	418,648
162.	Coca-Cola	375,180
4.	Colgate-Palmolive	22,478,524
223.	Colorforms Inc.	116,000
218.	CBS	126,680
149.	Congoleum Nairn	460,639
110.	Consolidated Cigar	782,115
278.	Consolidated Electronics	35,566
202.	Consolidated Foods	177,808
112.	Continental Baking	776,135
262.	Coopers Inc.	53,448
37.	Corn Products	4,521,697
165.	Corning Glass Works	345,116
219.	Coty Inc.	126,530
156.	Cracker Jack	434,721
305.	Culligan Inc.	19,440
261.	Diamond National	54,028
233.	Walt Disney Productions	104,157
142.	Distillers Corp.	503,350
151.	Dow Chemical Co.	454,075
56.	Drackett Co.	2,474,780
57.	Drug Research Corp.	2,453,349
35.	DuPont	4,684,494
290.	Duquesne Brewing, Pittsburgh	27,689
236.	Dusharme Products	100,250
154.	Eastco Inc.	439,218
29.	Eastman Kodak	5,660,265
126.	Edison Electric	607,219
224.	Eleanor Roosevelt Institute for Cancer Research	114,735
125.	Elgin National Watch Co.	624,725
90.	Equitable Life	1,349,817
153.	Eversharp Inc.	451,553
239.	Ex-Lax Inc.	92,900
315.	F & F Labs.	7,126
77.	Falstaff Brewing	1,634,569
64.	Firestone Tire	2,108,612
102.	Florida Citrus Commission	1,022,992
13.	Ford Motor Co.	12,048,187
286.	L.C. Forman & Sons	29,558
231.	Frito Co.	107,720
238.	Gaylord Products	99,060
129.	General Aniline	598,978
136.	General Cigar	550,926
304.	General Dynamics	20,475
27.	General Electric	6,194,634
5.	General Foods	20,890,321
10.	General Mills	12,919,237
6.	General Motors	20,021,744
175.	General Telephone	327,700
122.	General Time	663,707
249.	General Tire	70,910
272.	Genesee Brewing	44,688
92.	Gerber Products	1,282,149
311.	Getty Oil	14,275
8.	Gillette Co.	13,642,174
211.	Glamorene Inc.	144,095
195.	Glidden Co.	196,487
284.	Goebel Brewing	30,459
111.	Gold Seal Co.	779,091
144.	Goodrich, B. F.	495,160
82.	Goodyear Tire	1,559,205
167.	Billy Graham Evangelistic Assn.	341,200
101.	Greyhound Corp.	1,038,513
277.	Gulf Guaranty	36,771
85.	Gulf Oil	1,492,450
193.	Hagan Chemicals	207,141
103.	Hallmark Cards	1,018,794
128.	Theo. Hamm Brewing	600,461
265.	P. H. Hanes Knitting	52,190
168.	Hartz Mountain	340,325
276.	Hassenfeld Bros.	40,000
53.	H. J. Heinz	2,847,490
72.	Helene Curtis	1,733,022
215.	Hickok Mfg. Co.	133,850
107.	Hills Bros. Coffee	873,699
121.	Hollywood Brands	675,950
132.	Hoover Co.	576,833
186.	Hudson Pulp & Paper	240,196
263.	Hygrade Food Products	52,981
274.	Ideal Toy Corp.	42,996
199.	Insurance Co. of North America	180,272
139.	International Parts	526,074
279.	International Shoe	35,510
299.	Jackson & Perkins	23,950
300.	Jaymar-Ruby	22,300
306.	Johns-Manville	19,440
260.	Howard D. Johnson Co.	54,624
50.	Johnson & Johnson	3,001,115
23.	S. C. Johnson & Son	7,125,705
45.	Kaiser Industries	3,672,894
303.	Karoff Inc.	20,821
123.	Kayser-Roth	645,821
21.	Kellogg Co.	7,454,261
120.	James S. Kemper & Co.	676,331
152.	Kendall Co.	452,072
47.	Kimberly-Clark	3,291,632
140.	I. B. Kleinert Rubber Co.	511,742
291.	Knapp-Monarch Co.	27,488
248.	Lanvin Parfums Inc.	72,108
172.	Thomas Leeming & Co.	330,445
2.	Lever Bros.	32,734,955
201.	Lewis Howe Co.	179,070
160.	Libbey-Owens-Ford	415,870
131.	Libby, McNeill & Libby	585,063
14.	Liggett & Myers	11,591,507
246.	Lincoln Nat'l. Life	73,176
207.	Lionel Corp.	159,353
176.	Longines-Wittnauer	325,236
11.	P. Lorillard Co.	12,825,558
124.	Ludens Inc.	634,290
146.	M. & R. Dietetic	482,483
271.	Magnus Organ	45,552
145.	Manhattan Shirt Co.	487,504
204.	Maremont Automotive	170,294
80.	Mars Inc.	1,616,994
184.	Louis Marx & Co.	249,845
71.	Massey, Ferguson	1,789,730
109.	Mattel Inc.	801,740
157.	Maybelline Co.	433,734
256.	McGraw-Edison	57,930
269.	McGregor-Doniger	48,138
84.	Mennen Co.	1,500,051
99.	Mentholatum Co.	1,166,418
301.	G. Merriam & Co.	21,332
22.	Miles Labs.	7,420,515
114.	Miller Brewing	752,840
147.	Minnesota Mining	466,730
235.	Minute Maid	101,531
119.	David Mogen Wine	694,230
214.	Monsanto Chemical	134,491
79.	Mutual Benefit	1,622,120
20.	National Biscuit	7,599,142
181.	National Brewing	298,481
24.	National Dairy Products	6,395,377
177.	National Grape	321,940
180.	National Presto Industries	306,296
66.	Nestle Co.	1,980,761
196.	Niagara Therapy	189,938
161.	North American Philips	401,352
206.	North American Van Lines	169,220
229.	Northam Warren	108,750
81.	Noxzema Chemicals	1,599,594
294.	Ohio Oil Co.	26,111
220.	Old London Foods Inc.	123,820
83.	Olin Mathieson	1,549,932
243.	John Oster Mfg. Co.	80,970
170.	Outboard Marine Corp.	332,542
208.	Palm Beach Co.	151,818
312.	Paper Novelty Mfg. Co.	12,990
307.	Paramount Pictures	18,738
60.	Pet Milk Co.	2,327,620
141.	Peter Paul Inc.	510,582
15.	Pharmaceuticals Inc.	10,658,987
179.	Philco Corp.	306,348
18.	Philip Morris Inc.	8,595,078
117.	Phillips-Van Heusen	723,512
39.	Pillsbury Co.	4,222,514
287.	Pioneer Industries	29,029
70.	Pittsburgh Plate Glass	1,871,109
73.	Polaroid Corp.	1,716,474
138.	Polk Miller Products Corp.	544,686
237.	A. H. Pond Co.	99,560
1.	Procter & Gamble	50,293,552
44.	Prudential	3,776,169
91.	Purex Corp.	1,313,718
308.	Puritron Corp.	16,084
54.	Quaker Oats Co.	2,810,056
43.	Radio Corp. of America	3,841,836
289.	Rainbow Crafts Inc.	28,000
38.	Ralston Purina Co.	4,414,520
171.	Realemon-Puritan Co.	331,547
185.	Reardon Co.	245,600
251.	Reddi-Wip Inc.	66,244
234.	Remco Industries	103,275
86.	Renault Inc.	1,431,689
40.	Revlon Inc.	4,216,914
127.	Rexall Drug	604,750
49.	Reynolds Metals	3,018,540


Have you seen the presentation on the Ford Falcon that Purchasing Magazine has?
Tells about their May 23 issue -- the purchasing story behind the Falcon. Boy, what an issue!
Closing date? May 2.

100 Top Network TV Advertisers: 1959

Source: TvB Figures from Leading National Advertisers and Broadcast Advertisers Reports

Rank	Advertiser	Gross Time Sales Only
1.	Procter & Gamble (1)†	$50,293,552
2.	Lever Bros. (3)	32,734,955
3.	American Home Products (6)	28,109,458
4.	Colgate-Palmolive (2)	22,478,524
5.	General Foods (4)	20,890,321
6.	General Motors (5)	20,021,744
7.	R. J. Reynolds (9)	16,123,827
8.	Gillette Co. (7)	13,642,174
9.	Sterling Drug (17)	12,975,463
10.	General Mills (14)	12,919,237
11.	P. Lorillard (18)	12,825,558
12.	Bristol-Myers Co. (8)	12,616,707
13.	Ford Motor Co. (11)	12,048,187
14.	Liggett & Myers (13)	11,591,507
15.	Pharmaceuticals Inc. (16)	10,658,987
16.	American Tobacco (12)	9,881,440
17.	Chrysler Corp. (10)	9,507,266
18.	Philip Morris Inc. (28)	8,595,078
19.	Brown & Williamson (19)	8,592,953
20.	National Biscuit (35)	7,599,142
21.	Kellogg Co. (15)	7,454,261
22.	Miles Labs. (30)	7,420,515
23.	S. C. Johnson (26)	7,125,705
24.	National Dairy Products (20)	6,395,377
25.	Standard Brands (23)	6,254,610
26.	Texaco Inc. (171)	6,198,830
27.	General Electric (25)	6,194,634
28.	Bayuk Cigars (118)	5,962,772
29.	Eastman Kodak (24)	5,660,265
30.	Carter Products (58)	5,468,065
31.	Westinghouse (32)	5,166,205
32.	Alberto Culver (80)	5,140,407
33.	Beech-Nut (54)	4,839,370
34.	Campbell Soup (33)	4,766,675
35.	DuPont (51)	4,684,494
36.	Armour & Co. (37)	4,599,368
37.	Corn Products (29)	4,521,697
38.	Ralston Purina (40)	4,414,520
39.	Pillsbury (27)	4,222,514
40.	Revlon Inc. (22)	4,216,914
41.	Scott Paper Co. (38)	4,100,596
42.	Alcoa (77)	3,912,921
43.	RCA (21)	3,841,836
44.	Prudential (34)	3,776,169
45.	Kaiser Industries (39)	3,672,894
46.	American Chicle (43)	3,331,580
47.	Kimberly-Clark (44)	3,291,632
48.	U. S. Steel (42)	3,225,820
49.	Reynolds Metals (57)	3,018,540
50.	Johnson & Johnson (55)	3,001,115
51.	Armstrong Cork (49)	2,998,265
52.	Block Drug (85)	2,866,572
53.	H. J. Heinz (114)	2,847,490
54.	Quaker Oats (31)	2,810,056
55.	Carnation Co. (52)	2,640,848
56.	Drackett Co. (68)	2,474,780
57.	Drug Research Corp. (#)	2,453,349
58.	Sperry Rand (48)	2,427,951
59.	Warner-Lambert (47)	2,362,794
60.	Pet Milk (60)	2,327,620
61.	Swift & Co. (45)	2,301,794
62.	Chesebrough-Pond's (41)	2,271,639
63.	Singer Mfg. Co. (59)	2,114,355
64.	Firestone Tire (74)	2,108,612
65.	Sunbeam Corp. (93)	2,050,161
66.	Nestle Co. (36)	1,980,761
67.	Sweets Co. of America (63)	1,969,350
68.	Sears, Roebuck (75)	1,964,691
69.	American Gas Assn. (76)	1,949,286
70.	Pittsburgh Plate Glass (111)	1,871,109
71.	Massey, Ferguson (#)	1,789,730
72.	Helene Curtis (46)	1,733,022
73.	Polaroid Corp. (94)	1,716,474
74.	Bulova Watch (70)	1,686,676
75.	Harold F. Ritchie (148)	1,684,020
76.	Schick Inc. (65)	1,649,417
77.	Falstaff Brewing (98)	1,634,569
78.	Borden Co. (62)	1,626,436
79.	Mutual Benefit (163)	1,622,120
80.	Mars Inc. (71)	1,616,994
81.	Noxzema Chemical (107)	1,599,594
82.	Goodyear Tire (64)	1,559,205
83.	Olin Mathieson (143)	1,549,932
84.	Mennen Co. (56)	1,500,051
85.	Gulf Oil (131)	1,492,450
86.	Renault Inc. (139)	1,431,689
87.	Seven-Up (84)	1,419,930
88.	Joseph Schlitz Brewing Co. (50)	1,410,407
89.	AT&T (90)	1,406,190
90.	Equitable Life (#)	1,349,817
91.	Purex Corp. (126)	1,313,718
92.	Gerber Products (66)	1,282,149
93.	Vick Chemical (133)	1,272,741
94.	Atlantis Sales (86)	1,255,175
95.	Sunshine Biscuits (92)	1,223,966
96.	American Dairy Assn. (97)	1,209,127
97.	Chemstrand Corp. (79)	1,190,561
98.	John H. Breck (95)	1,182,380
99.	Mentholatum Co. (101)	1,166,418
100.	Socony Mobil (67)	1,139,832

†1958 ranks in parentheses. #Spent less than $25,000 in network tv in 1958.

Rank		Gross time charges
7.	R. J. Reynolds Tobacco	16,123,827
75.	Harold F. Ritchie Inc.	1,684,020
250.	Rock of Ages Corp.	70,569
135.	Sandura Co.	551,814
292.	Savings & Loan Found., Inc.	27,464
213.	Schenley Industries	136,379
76.	Schick Inc.	1,649,417
88.	Joseph Schlitz Brewing Co.	1,410,407
317.	S. A. Schonbrunn Co.	6,375
41.	Scott Paper Co.	4,100,596
68.	Sears, Roebuck & Co.	1,964,691
87.	Seven-Up Co.	1,419,930
298.	Shakespeare Co.	24,263
205.	Frank G. Shattuck Co.	170,233
221.	W. A. Sheaffer Pen Co.	119,960
226.	Shell Oil Co.	112,185
118.	Shulton Inc.	699,514
302.	Henry I. Siegel Co.	21,080
217.	Sinclair Oil Corp.	127,050
63.	Singer Mfg. Co.	2,114,355
257.	Smith, Kline & French	55,625
100.	Socony Mobil	1,139,832
316.	South Penn Oil Co.	6,893
106.	Speidel Corp.	898,870
58.	Sperry Rand	2,427,951
137.	A. E. Staley Mfg. Co.	545,615
25.	Standard Brands	6,254,610
314.	Standard Oil Co. (Cal.)	7,500
158.	Standard Oil Co. (Ind.)	424,573
108.	Standard Oil Co. (N.J.)	839,069
320.	Standard Oil Co. (Ohio)	3,118
309.	Stanley-Warner Corp.	14,570
134.	State Farm Mutual	562,429
9.	Sterling Drug	12,975,463
216.	Sterling Silversmiths' Guild	131,182
189.	Sterns Nurseries	225,658
169.	Stokely-Van Camp	333,086
247.	Stroh Brewery	72,566
264.	Structo Mfg. Co.	52,280
133.	Studebaker-Packard	568,524
65.	Sunbeam Corp.	2,050,161
95.	Sunshine Biscuits	1,223,966
67.	Sweets Co. of America	1,969,350
61.	Swift & Co.	2,301,794
245.	Syntex Chemical Co.	73,588
26.	Texaco Inc.	6,198,830
318.	Time Inc.	5,261
252.	Travelers Insurance Co.	65,750
178.	U.S. Brewers Foundation	311,325
48.	U.S. Steel Corp.	3,225,820
115.	U.S. Time Corp.	745,500
105.	Union Carbide Corp.	941,291
240.	Union Oil Co. (Cal.)	85,199
285.	United Air Lines	30,156
113.	Van Camp Sea Food Co.	767,704
93.	Vick Chemical Co.	1,272,741
192.	Vitamin Sales Co.	210,655
319.	Volkswagenwerk	4,632
258.	E. R. Wagner Mfg. Co.	55,615
266.	Wander Co.	52,000
227.	Ward Baking Co.	111,470
59.	Warner-Lambert	2,362,794
310.	State of Washington	14,388
225.	Watchmakers of Switzerland	113,085
288.	Weather Proof Co.	28,157
228.	Wembley Inc.	110,964
31.	Westinghouse	5,166,205
191.	Stephen F. Whitman & Son	212,409
182.	Williamson Dickie Mfg. Co.	292,640
267.	Wyler Co.	52,000
210.	W. F. Young Inc.	146,999

Vance Buys 'Wood-Worker,' 'Veneers & Plywood'

Vance Publishing Corp., Chicago, has purchased the *Wood-Worker* and *Veneers & Plywood* from S. H. Smith Co., Indianapolis. The two publications will be merged with Vance's *Wood & Wood Products* effective with the May issue, with *Veneers & Plywood* becoming a special section.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 — 48,389

HELP WANTED

ADVERTISING CONTACT EXECUTIVE $75000.00 Clbr. No resumes. Just **FACTS!** New-Patented-Copyrighted & Trademarked-Product Testing Certification Program. Applcbl. masculine as well as feminine; Commrcl. & Industrial as well as Consmr. fields. Geared fit prblms. in all media. 10 Yrs. Motvtnl. Research in anticipation of present low state of Advtg. integrity.
RIDE THE WAVE OF THE FUTURE
GPO Box 462, New York 1, N. Y.

TAKE OVER NOW as advertising manager for a trade publication with national circulation. Display layout and copy main work. Experience very helpful. You'll build your own future at a good rate. You have to be a go-getter, able to work on your own, act as a one-man ad department. Lots of work, part time assistant to help you with details. Send resume and photo to **All-Pets Magazine, P. O. Box 151, Fond du Lac, Wisconsin.**

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

ADVERTISING SALES
If you are an aggressive salesman, good closer, sold business magazine advertising and ambitious to get ahead, we have a real opportunity and permanence for you in our Cleveland office. Building publication with an old and respected large multiple publisher of business magazines. Salary, incentive, commission and expenses. Send complete resume to
Box 3528, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALESMAN
Need immediately, man full-time, with industrial space sales background to take over Michigan, Ohio, Indiana and Kentucky. Salary plus expenses. Engineering Society Monthly, audited ABC.
Box 3529, ADVERTISING AGE
630 Third Ave., New York 17, New York

COPYWRITERS!! There's a job for YOU in our files, that is, if you're a real pro at the game. We have listings from the better agencies and large industrial firms. If you happen to have PHARMACEUTICALS in your background, I have openings that will make your typewriter dance. Send your resume to **Jim Wilson, Business Personnel Consultants, Inc., 1528 Walnut St., Phila. 2, Pa.**

PROMOTION MANAGER
Excellent opportunity for Promotion Manager with expanding Midwest consumer goods manufacturer located outside of Chicago. Brand manager, sales promotion or product development background and experience in communications field necessary. College degree desired. Bonus and other benefits. For personal interview write, giving complete educational background, business experience and salary requirements. All replies in strictest confidence.
Box 3527, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WRITER
TECHNICAL AND PROMOTION
To prepare catalogs, specification sheets, literature, sales promotion materials and news releases on a variety of technical products. Work with sales and engineering departments, plus advertising agency, printers, artists, media. Requires technical aptitude and writing experience. Vacancy in advertising department of expanding multi-division electronic and metallurgical manufacturer. Highly attractive future prospects. Please reply to:
Advertising Manager
P. R. Mallory & Co. Inc.
3029 East Washington Street
Indianapolis 6, Indiana

DESIGNER—Well established studio has opportunity for mature graphic designer. Design-conscience accounts plus overall sales coverage, both local and nationwide. Excellent space, salary open; replies confidential
Box 3531, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING-PUBLISHING

Adv-Sales Prom, Cons. Hard Gds	$12,000
Mdse-Supv Retail Stores	$12,000
Mail Order Merchandising	$12,000
Advtg. Account Exec., Consumer	Open
Advtg. Account Exec., New Business	Open
Advtg. Account Exec., Industrial	Open
Sales Promotion Writer, expd	$8500
Advtg. Space Sales, magazine	$9000
Copywriter, Ready-To-Wear exp	$5500
Layout Artist, catalog exp	$8500
Advtg-Sales Promotion Trainee, deg.	$5200
Editor, magazine exp	Open

SHAY EMPLOYMENT AGENCY
55 East Washington, Chicago 2, Illinois

ASST. EDITOR WANTED by multi-book publisher. Man with 2 or 3 yrs. business paper experience . . . self-starter . . . good writer-reporter. Right man will find top salary and opportunity. Send resume and samples to
Box 3532, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALES REPRESENTATIVE. . . for New York office of "specialized field" national magazine. Publication with long history as leader in its field. This is an expansion of our existing staff. Our lineage opportunities are more than we can currently cover. Apply
Box 3533, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARE YOU ON FILE with executive recruiting firms? Let these talent seekers know the job and salary for which you are available so they can call you when an opportunity arises. Exclusive, nationwide list of over 100 executive search firms only $3.00 ppd. **Execaid, Box 2647 Dept. AA, New York 17, N. Y.**

Copy Writer—Free Lance—with substantial experience in industrial advertising. For Skokie advertising agency. **Call OR 6-9444.**

Artist—Free Lance—Layout through finish. Must be experienced in industrial advertising. For Skokie advertising agency. **Call OR 6-9444.**

WANTED—
PRODUCTION MANAGER
Must be experienced both in media and collateral mechanics. Know purchasing scheduling, estimating, preparation. You will be a part of our staff of 135 in a pleasant city midway between Chicago and St. Louis. Fine place to raise family. No commuting. Ask any media man about us. Call or Write I. W. Bach for an appointment. **The Biddle Co. 108 E. Market, Bloomington, Ill. Phone 7-6161.**

SPACE SALES: Career opportunity for man to join major publishing firm's Chicago office to represent two publications in missile/defense field. Substantial base plus commission. Prefer man with extensive knowledge of the field. For personal interview in Chicago, please call **American Aviation Publications, Inc., CEntral 6-5804.**

CONSUMER RESEARCH ANALYST
Young man or woman experienced in design, analysis and reporting of qualitative consumer interviews. Must be able to take responsibility and deliver on schedule. Graduate work preferred, preferably in psychology. Excellent advancement potential in 4A agency. Salary depends on background, experience, and proven abilities. Send complete resume.
Box 3534, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SPACE SALESMAN. Western industrial publisher wants aggressive man with successful record in magazine or newspaper display sales who wants bigger opportunity. Exclusive midwest territory. Draw and commissions. State experience. References.
Box 3526, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Cal.

SPACE SALESMAN
For central territory of Publication serving the Motor Carrier Industry. Must live in Ohio and have minimum of 2 years in Advertising Sales. Age 25-35. Substantial income with excellent opportunity to advance to manager in a very short period. Must be willing to travel extensively. Send resume for an early appointment.
Box 3535, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

An outstanding representative located in New York City is looking for a **salesman** to represent five magazines with national circulation. Salesman should be of the ages between 22 and 35 years
There is an excellent opportunity here for the right man. Salary and commissions are involved. Write to
Box 3536, ADVERTISING AGE
630 Third Ave., New York 17, New York

A MATURE, PRACTICAL
ACCOUNT EXECUTIVE
To join growing Chicago agency. Must have at least 8 yr. experience, knowledge of marketing, merchandising and sales promotion. Excellent opportunity for right man. Give full details of clients served and salary requirements. Write in confidence.
Box 3544, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE
publicity ..... editors
advg. managers ..... copywriters
artists .....media .....production .....sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St. Chgo 3

MAJOR AGENCY BRANCH
NEEDS TWO WRITERS
Eastern branch (not Chicago) of very large agency needs writers to handle increased business. One would do imaginative trade and industrial copy for famous client who appreciates a bright, fresh approach. Second writer needed who is strong in broadcast for large local utility and bank, plus national spot radio. Intensely creative operation. Unsurpassed benefits with an agency you'd be proud to work for. Please send resume, salary bracket, samples, stamped, self-addressed envelope to Copy Chief.
Box 3547, ADVERTISING AGE
630 Third Ave., New York 17, New York

GOOD COPYWRITER SOUGHT BY
major Ohio department store. Fashion apparel and related departments. Brains, tact, writing talent and drive required. Nice town to live in. Green-lawn communities 12 minutes from downtown. Opportunity to advance, big publicity division. 5-day week. Usual benefits, plus excellent retirement plan. What is the least you will come for, to start? You'll like it here. All inquiries handled very confidentially. Write
Box 3548, ADVERTISING AGE
630 Third Ave., New York 17, New York

WOMAN COPYWRITER
whose approach to fashion writing is fresh and prolific, to join adv. staff of leading manufacturer of women's apparel. Interesting job for creative person with retail or manufacturer's adv. dept. experience. Relaxed atmosphere, excellent fringe benefits. Salary open. Write fully.
Box 3549, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MERCHANDISING AND WRITING
Major oil company in the Midwest seeks man to strengthen staff. A sound thinker and hard worker who can add strong journalistic experience in service station or retail selling field helpful. Some travel required. Excellent opportunity for young man to develop into important future openings in merchandising.
Box 3530, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Illinois

BARNARD'S
A Specialized Placement Service
ADVERTISING PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard — Mr. Pollard
WA 2-2306 220 S. State St., Chicago 4

POSITIONS WANTED

INDUSTRIAL ADVERTISING MANAGER
Media • Direct Mail
Movies • Meetings • Trade Shows
Solid experience all phases industrial advertising, sales promotion, and public relations—merchandising through direct, dealer, and redistribution sales. Can step in and take charge. Available now.
Box 3497, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERT FREE-LANCE COPYWRITING
Agencies . . . Ad Managers . . . Art Studios: Call me for "rush hour" service. Available for copy-contact at any time . . . no "evenings only" limitations. Versatile, professional, reasonable. Top references, samples. **HOLDEN—NA 2-6355 (Chicago).**

Excellent assembly paste-up **artist** wants job in large agency or free lance. Some layout experience.
Box 3537, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Advertising Mgr. or Sturdy Assistant
Both consumer and industrial experience. Broad creative background. Some production. Good merchandising sense. 34, B.A.
Box 3539, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INDUSTRIAL COPYWRITER
Believe industrial readers are appealed to by fresh, inviting ideas, too. Some technical background, but specialist in translating gobbledygook into interesting prose. Permanent or free lance.
Box 3538, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PROFESSIONAL FREE LANCE WRITER
Spec. in "semi-technical" catalogs, brochures, D.M. Serving top N.E. agencies & industry. Mail work invited. **Associated Writers, Braintree 84, Mass. VI 3-5353**

ADV/PUBLICITY
Dir adv/pub rel NY Spanish dail seeks to branch out. In challenging spot here or abroad. Fluent Spanish. Strong writer. Solid agency copy, contact and media background.
Box 3540, ADVERTISING AGE
630 Third Ave., New York 17, New York

SPACE SALESMAN
Desire to enter space selling for top publisher. Have industrial selling experience of five years with national concern. Prefer Chicago but would relocate. Age 30, college grad. Resume on request.
Box 3541, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

VERSATILE ARTIST
Seeks spot with South-Southeast agency or publication. 6 yrs. exp. layout, finish, production all media. Young, married. For resume, samples write:
Box 3485, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE AD ADMINISTRATOR
Want broader company or agency responsibility. Now ad mgr of medium sized midwest food concern. Age 31. Relocate. Modest five figure salary requirement. If you desire proven creative ability, want to get the job done right, contact:
Box 3542, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Art Director-Consultant offers layout help. Temporary, free lance. NYC area.
Box 3492, ADVERTISING AGE
630 Third Ave., New York 17, New York

PLASTICS, BOTH CONSUMER AND INDUSTRIAL MY BACKGROUND for 10 years. Now div ad, sls prom mgr in large co. Excellent marketing knowledge of architectural, interior design, furniture and consumer fields. Desire job as ad mgr, account exec or marketing management. Age 34. $14-$18M depending on location.
Box 3550, ADVERTISING AGE
200 E. Illinois St. Chicago 11, Illinois

Public Relations. International PR experience and proven ability in wire, newspaper, photo and radio. Young, SDX, BA. Married, relocatable. Resume. **Rodney P. Bricker, 512 Mission, Bellevue, Nebr.**

NEED A KEY MAN?
Art—Photography—Graphic Arts
Looking for a man with imagination and a creative approach to visual communication?
I can offer your organization proven ability to direct visual communications from basic concept through final production.
Box 3543, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE LANCE ART DIRECTION
& DESIGN
Do you need expert assistance in producing your booklets, ads, packages and other printed matter . . . or TV commercials? Contact—
T. J. McLOUGHLIN — MI 2-3655
619 N. Michigan Ave. — Chicago 11, Ill.

NEED AD MANAGER-ACCOUNT EXEC.?
4 years solid experience in agency and as Assistant Ad Manager. Knows production and all media. Strong on direct mail. Tops in organization and details. Creative, ambitious, conscientious. 27 yrs. B. S. Available now! Write:
Box 3551, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

WANTED TO BUY
Publication in educational or related area. Interested in any size from 50,000 to 300,000 circulation. Write to
Box 3525, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS PUBLICATION IN CALIF.
Long established in Automotive Service Field. Excellent potential. Terms to right person. Qualify yourself in first letter.
Box 27 R 678, ADVERTISING AGE,
4041 Marlton Ave., Los Angeles 8, Calif.

New exciting general consumer magazine, leisure field, seeks investor, buyer or merger. Great potential for adequately financed man or organization.
Box 3545, ADVERTISING AGE
630 Third Ave., New York 17, New York

FOR SALE Successful national furniture merchandising publication.
Box 3546, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

VIRGIN ISLAND OPPORTUNITIES!
Liquor distributorship grossing $125,000 selling for $100,000—$20,000 cash, terms. Wholesale-retail magazine, newspaper distributorship nets $13,500 for $16,000. Beachside guest house on St. John; long lease at $2,400 per year. Others! Also rentals, homes, sites, off-islands. **Why wait? MORAN REAL ESTATE, Box 936, St. Thomas, U. S. Virgin Islands**

ART WORK BY MAIL
Sketches, dummies and finished drawings direct to your desk, by mail, from my studio at home. Firms in all parts of the country from Maine to California work with me, by mail, on the preparation of effective booklets, folders, letterheads and similar advertising pieces. My wholly personal service can be helpful to you. Write for free portfolio showing a few of the direct mail pieces I have done, by mail, for firms across the country. **Raymond Lufkin, 124 West Clinto Ave., Tenafly, New Jersey, LO-well 8-4860**

ART DIRECTOR

Mid-west advertising agency has an immediate opening for an art director with exceptional creative and design ability. He must be capable of rendering visual roughs and semi-comp layouts for all print media. The ability to supervise the jobs through the mechnical art and production departments is an absolute necessity. We prefer a married man 30 to 45 years of age with at least 10 years experience.
Salary is open to the right man and we offer many company benefits. Send resume and salary desired to Box 106, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

ARTISTS! ARTISTS!

More jobs than we can fill. Coast to coast. From keyliners to **Top** Directors. $6,000 to $25,000. Heavy demand for young layout men. Be first-in-line for the job you most want. Get your qualifications on record at "NATIONAL HEADQUARTERS" for professional art personnel—NOW!

Cliff Knoble—Consultant
Advertising—Marketing
IMPERIAL PERSONNEL
37 S. Wabash—Chicago
Franklin 2-4233

MIAMI AD AGENCY WANTS PARTNERS

This agency has billed over 2 million. The partners we want must be creative and experienced — copy-contact, new business, top art director. The opportunity is real. Investment required $25,000 each for 25% ownership each. No curiosity-seekers—only bona-fide agency men considered and none over 40. Beautiful offices—all facilities. Existing business good. Reply in confidence—send snapshot if possible. Box 109, Advertising Age, 630 Third Avenue, New York 17, N. Y.

INDUSTRIAL-FINANCIAL WRITER NEEDED

This 10-million 4-A agency needs a writer with business, industrial and financial experience to handle publication advertising and collateral material. Good salary, profit-sharing, retirement plan, life insurance, plus an opportunity to grow with a steadily-growing agency. Send details on experience, salary expected to **Larry O'Neill, VP-Copy, VanSant-Dugdale, 15 E. Fayette St., Baltimore 2, Md.**

GRAPHIC ART-PHOTOGRAPHY SALESMEN

As Chicago's finest Art Studio, represented nationally, we are interested in experienced Graphic Art and Photographic salesmen who can handle agency and direct accounts. Write us briefly about your background in complete confidence.
Box 117, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

DIRECTOR OF

market research:

You will be responsible for creating, developing, supervising and interpreting consumer and trade research. Projects include simple copy tests to complex industry-wide studies, product and package tests, attitudinal research, sales analysis, etc. This man must be youthful, bright, responsible, a leader, have a proven record of performance. The right man will become a key man on the management team. You will work with men who abhor shallowness, who respect depth and dedication. Opportunity unlimited, salary commensurate with experience. Send resume to Executive Vice President.

HAROLD CABOT & CO., INC.
136 Federal Street,
Boston 10, Massachusetts

MR. LOW-BUDGET ADVERTISER:

here's the high caliber talent you didn't think you could afford!

You have a limited appropriation. Only agencies of limited ability are interested. And for an advertising manager you are limited to men willing to work for the salary your budget justifies.

Yet the fact is that it takes just as much skill-often more—to make a small appropriation pay off as a large one. What's the answer?

The solution for a number of small advertisers is to buy *part* of the time of a man whose full-time services they don't need and couldn't afford.

I have held important posts for both advertisers and agencies. Not many have had broader advertising experience. Part of my time is available to a New York, New Jersey or Connecticut business.

In a dozen different ways I could help you get more mileage from your appropriation dollars, more effective service from your agency and increased efficiency from your internal staff. You would naturally benefit from the years I have spent planning campaigns and contributing marketing and copy ideas.

Interested? A note telling me to phone for an appointment would be the next step. BOX 105, ADVERTISING AGE, 630 Third Ave., New York 17, N.Y.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959
48,389

NEED ANOTHER RIGHT ARM?
Rush work on creative copy. Will carry thru layout and paste-up. Over 10 years experience administrating extensive ad programs.
SCOFIELD PROMOTIONAL SERVICES
Room 1300 79 W. Monroe Chicago 3
SO 8-3330 Richard J. Scofield

● AAA-1 CREATIVE SERVICE . . .
AWARD-WINNING Editor—Public Relations Specialist—TV Writer of proven ability seeks midwest clientele in market for speeches, publicity, house organs, brochures, teevee scripts and book-length success stories. Reasonable fee to corporations, agencies and VIPs on contract. Write Box 114, Advertising Age, 200 E. Illinois St., Chicago, Ill.

EXECUTIVE ASSISTANT (FEMALE) AVAILABLE
Attractive, good personality, extremely capable and industrious. Executive and administrative positions (2) in radio industry for 8 years. Know all phases of network and rep business. Relocating, Chicago. Salary reasonable. Will be at NAB Convention. Box 108, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois

WANTED

ACCOUNT CONTACT MAN
SOUTHERN OHIO AGENCY

The young man (26-32) we're seeking has advertising and marketing experience with particular emphasis on the latter. He'll help develop account marketing plans and the necessary advertising — sales promotion campaigns. Ability to execute plans and follow-through necessary. He'll be given responsibility and rewarded accordingly.

Write in confidence to Box 104, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Our 49th Year

RADIO TIME SALESMAN	$10,000
COPYWRITER, direct mail	7,800
ACCOUNT EXECUTIVE, consumer goods experience	15,000
PUBLICITY WOMAN, food exp.	9,000
SR. MKT. RESEARCH ANALYST	12,000
JUNIOR ACCOUNT EXECUTIVE	7,200
TIME BUYER, woman	7,000

MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

AGENCY WANTED
We are interested in buying a small agency located anywhere east of the Mississippi. Capitalized billings between $200,000 and $500,000. Will buy outright and manage, or will retain principal on a consulting or full time basis. If you prefer, send specifics via your lawyer. All replies in strict confidence. Box 112, Advertising Age, 630 Third Avenue, New York 17, N. Y.

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1.65
Larger sizes, proportionately priced.
Ward Kah Box 87-A Glendale 6, Calif.

NEW TECHNIQUE
Controlled In-hand distribution Premiums . . . Samples Coupons . Sales Promo.
Guaranteed 125,000 In-hand distrib. weekly
Average cost: ½¢ per item
Write Box 115, ADVERTISING AGE 200 E. Illinois St., Chicago 11, Ill.

DON'T HIRE THAT NEW COPYWRITER
Just to turn out occasional trade paper ads, direct mail letters and catalog pages! You'll save big money by farming it out to me on a free lance basis. Fast, Experienced. Samples provided. Industrial a specialty.
Box 107, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

LIVE YOUNG AGENCY WANTS N.Y. AFFILIATE

I am representing a young Eastern agency interested in affiliating with a New York agency for the purpose of adding depth of facilities for growth. My client plans to supply a million—more or less—in gross billings in addition to a management team of 3, combining both youth and experience. Under proper conditions, he will consider capital investment for ownership participation. In the meantime, he and I are interested in exploring the possibility of combining with a New York agency of comparable or larger size. Please reply by writing—*do not phone*—Principals only, please.

JOHN ORR YOUNG,
Consultant
80 PARK AVENUE
NEW YORK 16

PUBLISHER AT LARGE
Agencies Take Note!

This energy-packed, creative 38-yr-old shirt-sleeve editor and publisher has just relinquished his 80-hr-per-wk job by selling his publishing company. He's now looking for a setup with broader horizons (*in the Chicago area*), a mid-teen salary, and eventually slowing down to 50 or 60 hrs per wk.

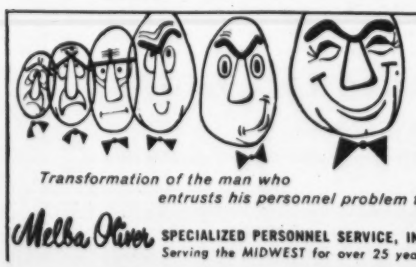
His background includes a BS and MS degree in engineering; four years on technical trade magazine; eight years as publisher and editor of two successful mags he created from scratch. Fully experienced in advertising and circulation promotion and solicitation, he also has all editorial skills — writing, editing, layout, production, etc. And he is expert in all other print media—brochures, catalogs, mailing pieces —in either offset or letterpress. Not the stodgy type, he knows how to produce publications that delight subscribers and entice advertisers. Highly specialized subjects don't frighten him; he's quickly adaptable.

He'd have no trouble carving a niche in any ad agency, especially if they have a publications department or if they've finally decided to quit treating collateral material as a step child. And he's a natural for any medium-to-large publishing company. *Box 113, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.*

BIRCH *Personnel Service, Inc.*
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

Creative Advertising-Promotion
MAN WHO GETS THINGS DONE
At home in sales meeting, customer's office, ad agency, art studio, printing plant. Used to getting more mileage out of seven figure budgets. Experienced consumer, industrial campaigns. Now number 2 administrator, number 1 idea man, in major corp. ad dept. Want challenging five figure job that's right for energetic and young, yet well schooled, marketing man.
Box 116, Advertising Age
630 Third Ave., New York 17, N.Y.

Fine, Fast, Fairly Priced Photography
pics photographers
DEARBORN 2-1062
107 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS
PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL



Transformation of the man who entrusts his personnel problem to
Melba Oliver SPECIALIZED PERSONNEL SERVICE, INC.
Serving the MIDWEST for over 25 years.

IF ADVERTISING IS YOUR BUSINESS . . . PLACING YOU IS OURS!
Melba Oliver
1228 NATIONAL CITY BANK BLDG., CLEVELAND 14, OHIO
PHONE: TOWER 1-0166

EXPORT IMPORT NEWS
THE VOICE OF WORLD TRADE
Serving Readers in Principal Trade Centers of 89 Countries
Published Every Month
354 S. Spring St.,
Los Angeles 13, Calif.
New York Office
Jeannette Fritsche Associates
507 Fifth Avenue
New York 36, New York

wanted: COPYWRITER

REQUIREMENTS: (1) Must be a young, creative man. (2) Possess a working knowledge of graphic arts. (3) Have copywriting experience with an agency or manufacturer of consumer product.

JOB CONTENT: Writing copy for all types of dealer and consumer collateral pieces for a large, consumer product company. Work with other departments in development of programs. Wide variety of work makes job stimulating and interesting.

OPPORTUNITIES: This is a new job for a good man and offers unlimited opportunities for advancement. National manufacturer located in midwest suburb with excellent nearby housing.

ALL INQUIRIES KEPT CONFIDENTIAL—Send complete resume and photo to:
Box 110, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

DON HARRIS NEEDS:

(SPECIAL NOTE: The jobs listed in these ads are those Don Harris is at the moment short of men for. He fills other jobs with applicants he already has. More than 90% of these are securely employed and can afford to wait for the kind of job they want most.)

ACCOUNT SUPERVISOR, foods. Effective with marketing-wise clients $20M

AE, traffic appliances, major agency..$16M

COPY, petroleum products. Farm and some industrial experience helpful $14M

BRAND MANAGEMENT, Large food company offers man 27-35 with food sales-marketing experience in field and home office, chance to be its first brand manager $10M

DON HARRIS, Director
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WA 2-9400

Some Dealers Ask Less Ad Stress on Small Cars

(Continued from Page 1)

chased a late model used car. They see trouble ahead for the used car market.

• Few dealers complain much about factory advertising. There are the usual appeals for more of it, but little dissatisfaction about the advertising itself. Some feel, however, that the emphasis has been too heavy on the new compacts, which sell for less than the regular models and thus bring in smaller profit per unit.

• Of the "Little Two" auto makers, American Motors is apparently faring much better with its Rambler than Studebaker-Packard is with its Lark, now that the Big Three are offering competition.

■ There is no doubt that the compacts have already become a vital part of the auto industry. R. L. Polk & Co. tabulations, reported in *Automotive News*, show that U. S. compacts captured almost 20% of the market in January. And dealers questioned by AA report no slackening of interest in the smaller autos.

Among Ford dealers, Falcons account for between 20% and 40% of total unit sales so far this year,

***Frugal* way to get your message into the hands of over 177,000 marketing men and women. Try a classified ad in Advertising Age. IT PAYS!**

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z_____ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

the survey indicated. The range for Valiant dealers ran from 15% to 66%. Chevrolet's Corvair seems to be getting the least play among Chevy buyers, with dealers reporting between 5% and 30% of their unit sales accounted for by Corvair.

In addition, Dodge dealers report the majority of their sales going to Dodge Dart (smaller than the regular Dodge, but not considered a compact car). Two Dodge dealers said nine out of ten sales were for the Dart.

■ While many dealers handling the new compact cars expressed a desire for larger factory shipments, the general feeling was that they wouldn't get increased allotments in the near future. A Ford district representative reportedly told Cleveland dealers that they would be getting fewer Falcons, and that they should push the regular line. And some Ford dealers in Seattle are said to be giving salesmen an extra bonus for selling a regular Ford.

■ Import dealers in several cities, in explaining why they weren't worried about U.S. small cars, noted: "American companies are selling compact cars, while ours are small cars. They just aren't the same market." Others said that while compact car advertising has made people more small-car conscious, many shoppers are jolted by the price tags on U.S. compacts and wind up buying a less expensive import.

R. L. Polk figures bear out another point brought out in the survey: While imports sales may not yet have suffered much due to the U.S. compacts, some of the low-volume foreign lines seem headed for trouble. January registrations show Volkswagen and Renault are widening their one-two lead in the import sales derby. Most others are slipping, with only Opel and Mercedes-Benz showing gains over January of last year.

■ ADVERTISING AGE correspondents asked dealers with compacts if they thought their factory advertising was weighted too heavily toward the small cars. A widespread reaction was summed up by one Portland dealer: "The problem is production, not advertising." A Seattle dealer added, "If the factory can't produce more than 30% Falcons, then advertising should naturally go heavier toward the conventional Fords."

A Chicago Ford dealer said he thought the company "over-Falconized" its earlier advertising, but "the present ratio—about 60% Ford and 40% Falcon—is about right."

A Chevrolet dealer in Seattle commented: "The factory is pounding like hell now on Corvair; how could it do more?" But his counterpart in Detroit spoke strongly on the "lack" of ad support for Corvair and said he hoped to see it increased. A Los Angeles Chevy dealer concurred with the Detroit man's opinion.

■ Buick, Oldsmobile and Pontiac dealers professed little if any knowledge of the possibility of new, smaller cars to be included in their lines. A Pontiac dealer in Los Angeles said the factory "disclaims any knowledge of such a car. Of course," he added, "that's the way it usually is."

An Oldsmobile dealer in the same city commented: "We've heard nothing from the factory, but presume there will be such a car, and I'm glad we're getting it."

In Houston, comment from dealers for these three makes went like this:

• Buick dealer—"Having little cars won't make any difference to us. We'll build customers up to a little better car."

• Pontiac dealer—"There's room for an economy car in our line—or in anyone's line. I think it will open a new market for us."

• Oldsmobile dealer—"The majority of people interested in an Olds aren't even considering a small car. They'll hurt the used car market rather than the market for new Oldsmobiles."

■ Here are capsule comments from AA correspondents in the cities used for the dealer survey:

• **LOS ANGELES:** Falcon, Valiant and Dart lines are faring better than Corvair, but Chevrolet dealers said they felt Corvair sales are not cutting into regular Chevy sales as much as among the other lines. The compacts have hurt used car sales, lowering prices on second-hand cars.

A Rambler dealer, who said sales so far this year are 42% above last year's pace, said: "We've been struggling to promote the compact car idea, and now that people are more aware of such cars, we are reaping the benefit."

• **PORTLAND:** All dealers except those handling Ford reported sales this year to date were up over the corresponding period last year. The two Ford dealers checked said sales were off slightly.

Two-car families are increasing rapidly as the Portland metropolitan area grows faster than public transportation facilities.

• **SEATTLE:** Sales in this area are generally below last year's level. The compact cars are carrying the load at this point. Foreign car dealers, with the exception of Volkwagen shops, are also hurting, and it appears that some smaller volume dealers will not survive long.

A notable exception to the trend is Andresen Motor Co. (Plymouth-Valiant), which reports an amazing 200% increase over last year. Bill Watson, sales manager, attributes much of the success to "20 years of conservative solid dealing in a neighborhood community (West Seattle) where you get to be known.

"The American public is sick and tired of gimmick advertising of autos," he added. They are fed up with dealers who offer $1,000 for a $100 car. We are back to old fashioned hard selling."

• **OMAHA:** Although only two of 16 dealers interviewed reported new car sales behind last year's pace, January and February registration figures for Douglas County (Omaha) show sales slightly behind '58. In the Omaha area, 19.5% of the families have two or more cars, a 2% increase over a year ago.

• **MINNEAPOLIS:** New car registration in Hennepin County (Minneapolis) through March 15 are up 11% over last year, and dealers report sales ranging from equal with last year to 25% ahead. Although Chevrolet has outsold Ford so far this year—1,948 units to 1,071 units—Falcon has sold 312 cars to 131 for Corvair. Darts sold 276 and Valiants 194.

• **ST. LOUIS:** Most dealers in this city report sales up 10% to 45% over last year. Dealers handling the compact cars say between 15% and 50% of their unit sales are for the smaller cars. And most of those without compacts (except Dodge dealers who are doing well with the Dodge Dart) admit they need a compact to round out their line. No St. Louis dealers reported an increase in the number of two-car families.

• **HOUSTON:** Dealers here report that the compact cars are creating a good market for both U.S. and foreign small autos, and those selling only regular lines say sales have not been hurt by the new compacts.

Most Houston dealers are happy with their respective makes' advertising, and even those who had specific suggestions added that they would not change the emphasis (ratio of compact to regular advertising) or the agency.

• **CHICAGO:** Most dealers report sales increase so far in '60, with those handling the compacts and the Dodge Dart generally doing the best. An Oldsmobile dealer said he has already taken a Corvair in trade (as well as several Larks and Ramblers) from former customers who switched but then found they weren't satisfied with a smaller car.

As in many other cities, Chicago dealers had confidence that an auto buying boom would hit when the weather turned warm. One Ford dealer predicted that auto industry in general would experience its greatest spring sale this year.

• **DETROIT:** Retail auto sales here are running equal to or ahead of 1959 thus far, dealers said, with none reporting a sales drop. All dealers reported a trend toward more two-car families, with the majority using the old car for the second one instead of trading it in.

• **CLEVELAND:** Retail auto sales for the first two months of the year are running about 15% ahead of 1959. Sales records of the compacts: Falcon, 469 units; Valiant, 193 units; Corvair, 186 units.

Foreign auto dealers said the compacts have stimulated their sales, rather than hindered them. #

McDonald Becomes Consultant

William D. McDonald, who has been in special welfare and consultant work for the past four years, since he and William B. Henri sold their interest in Henri, Hurst & McDonald, has opened an office as a consultant to advertisers and agencies at 122 S. Michigan Ave., Chicago.

Houston Agency Moves, Elects

Houston Advertising has moved its headquarters from Chicago to the Old Orchard Professional Bldg., Skokie, Ill. Irl H. Marshall Jr. has been elected president of the agency, and Ruth V. Neumann and Robert S. Kino have been elected vps.

HOW TO RATE YOUR AGENCY'S SOCIAL STATUS

Copies of the unusual story on *Rating your company's social status* are now available. Also available are copies of these: *Why executives fail . . . How to get more out of creative people . . . The seven secrets of persuasion.*

Blunt, useful articles like these have mushroomed Management *Methods* magazine into an eight-year publishing success—*and still climbing:* Advertising revenue this year is up 53% over last year!

No other advertising medium concentrates its circulation on precisely the top executives in precisely the 38,000 companies that control the bulk of all U. S. business buying! Virtually all waste is stripped out. If you have a client who advertises to the top management market, will *YOU* show him this amazing story about the cost of reaching his market? Write on your agency letter-head for a comparison of the circulations and costs of top management publications—plus any of the unusual reprints shown above.

MANAGEMENT METHODS 22 W. Putnam Ave. Greenwich, Conn.

...in the Chicago Negro Market

PLUS BUSINESS

PROMOTIONS FOR 1960

Designed to give IMPACT to your product in the $1 Billion plus Negro Market.

by the CHICAGO DAILY DEFENDER

April 9	Annual Food and Creative Cookery Section
April 30	Home Building and Improvement Section
May 7	Grand Opening of the Chicago Daily Defender
June 25	Chicago Daily Defender's Summer Fashion Fair
July 16	Outdoor Living Section
July 30	Chicago Daily Defender's Home Appliance Section
Aug. 6	Bud Billiken Section
Nov. 19	Special Thanksgiving Section
Oct. 6, 7, 8, 9, 1960	Chicago Daily Defender's Home Service Exposition
Dec. 3, 10, 17	Special Gift Sections

For further information write or wire:
CHICAGO DAILY DEFENDER, 2400 S. Michigan Ave., Chicago 16, Ill.

ALWAYS THE ONLY ABC
ALWAYS THE BEST BUY
NOW

The ONLY DAILY PAPER in

LYNN

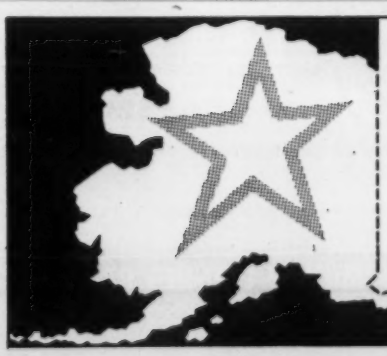
IS THE EVENING

ITEM!

Yes, the Item, traditionally Lynn's leading newspaper, is the only daily in Lynn to cover this lucrative market of 335,516.

WHEN YOU BUY THE LYNN ITEM YOU COVER LYNN Plus THE NORTH SHORE
• Swampscott
• Lynnfield • Peabody
• Saugus • Nahant
• Marblehead

Daily Evening Item.
LYNN, MASS.
National Representatives
Johnson, Kent, Gavin and Sinding



Want to Sell KETCHIKAN?

Your ad in *The Ketchikan News* is the way to reach—*and sell*—the people of this important Alaskan city. Call your West-Holliday man and stake your claim in the rich Alaska market. Ask, too, about *The Anchorage Daily Times* and *The Fairbanks Daily News-Miner.*

REPRESENTED BY
WEST-HOLLIDAY Co INC
NEW YORK • CHICAGO • DETROIT • DENVER • LOS ANGELES • SAN FRANCISCO • PORTLAND • SEATTLE

Edward Weiss Names Three

Edward H. Weiss & Co., Chicago, has appointed Harold J. Platt, an agency vp, account supervisor on the Purex Corp. account. He succeeds Robert Harris, who has joined Allen B. Wrisley, a Purex subsidiary (AA, March 14). At the same time, Armella Selsor, who has been assistant media director at North Advertising, has rejoined Weiss as media supervisor, and Carl Peterson, formerly with Leo Burnett Co., has joined the Weiss copy department.

Lightolier Hears Presentations

Lightolier Inc., Jersey City, lighting fixtures marketer, is now hearing presentations by several agencies. The present agency is Alfred Auerbach Associates, New York.

Bates Names Thomas Carnese

Thomas J. Carnese, senior vp of Ted Bates & Co., New York, has been named director of personnel, in addition to his other duties as general manager of the agency.

Your Ad Headquarters in Chicago
Executive House
71 E. WACKER DRIVE
Chicago's new hotel within walking distance of over 5 Billion Dollars in ad billing
Visit Executive House Dining Room & Cocktail Lounge

GROWTH has many measurements

...Take Portland, Maine for example!

EXAMPLE 1 LOCAL

A 10.8 local lineage gain in 1959—While New England's average was 4.5—. That's your Portland Maine Newspapers. Portland retail businesses got results by using the advertising punch of their local newspapers.

EXAMPLE 2 NATIONAL

A national lineage gain in 1959—While New England's average showed a loss—. That's your Portland Maine Newspapers. Vigorous and alert, these newspapers reflect the image of the nation's No. 1 test market.*

So in Maine, do as the Maine merchant does. Get up and grow with the Portland Maine Newspapers.

* 75,000 to 100,000 group according to Sales Management

PORTLAND MAINE — the TEST-iest market in the country! PRESS HERALD EVENING EXPRESS SUNDAY TELEGRAM

Represented by The Julius Mathews Special Agency, Inc.

Brand Names Foundation Gives 26 Retail Awards

NEW YORK, March 23—Maison Blanche, New Orleans department store, was the top department store "brand name retailer-of-the year," in the annual competition sponsored by Brand Names Foundation.

Awards were made in 26 retail categories, with one plaque and several certificates going to each classification. Winners were chosen from a group of 572 finalists on the basis of their 1959 brand advertising and promotional campaigns, and their education of customers and personnel about the basic policy of featuring manufacturers' advertised brands.

■ The list of plaque winners in each category is as follows:

Alcoholic Beverage Store—Pinkie's Liquor Store, 1512 North Grant, Odessa, Tex.

Appliance Store—Lechmere Sales Co., 88 First St., Cambridge, Mass.

Automobile Dealers—Corwin-Churchill Motors Inc. (Chrysler-Plymouth), 122 Main, Bismarck, N. D.

Building Materials Dealer—Fairfield Lumber & Supply Co., 1700 Post Rd., Fairfield, Conn.

Children's Store—The Kiddies' Shoppe, 18 North State St., Painesville, O.

Department Store—Class 1—Maison Blanche, 901 Canal St., New Orleans, La.

Department Store—Class 2—Walker-Scott, Fifth Ave. at Broadway, San Diego, Cal.

Drug Store—Class 1—Parkview Drugs Inc., 2323 Grand Ave., Kansas City, Mo.

Drug Store—Class 2—Dave's Drug Stores Inc., 1624 Main St., Lewiston, Ida.

Farm Equipment Dealer—Sherman Service Center, Inc. (Int. Harv.), Highway 6 and 281, Hastings, Neb.

Food Store—Class 1—Furr's Inc., 1708 Ave. G, Lubbock, Tex.

Food Store—Class 2—King Cole Stores, 1700 Park Ave., Bridgeport, Conn.

Food Store—Class 3—The Fleming Co. Inc., 820 Quincy St., Topeka, Kan.

Furniture Store—Kobacker Furniture Co., 324 Summit St., Toledo, O.

Gasoline Service Stations—Poust Service Station (Atlantic), 144 Rubber Ave., Naugatuck, Conn.

Hardware-Housewares Store—Greer Hardware Co., 111-115 N. Main St., Salisbury, N. C.

Home Builders—Reed Homes Inc., Box 218, Unionville, Conn.

Jewelry Stores—Armstrong's Jewelers, 5140 Hohman Ave., Hammond, Ind.

Men's Wear Store—Class 1—Hartzell's, 135 West Federal St. Youngstown, O.

Men's Wear Store—Class 2—Arcade Men's Shop, 7-9 P. O. Arcade, Bridgeport, Conn.

Music Store—Jacobs Bros. Music Co., 1718 Chestnut St., Philadelphia.

Office Equipment & Stationery Store—D. Waldner Co. Inc., 222 Old Country Rd., Mineola, N. Y.

Photographic Store—Idaho Camera, 806 Main St., Boise, Ida.

Shoe Store—Sholem's In Champaign, Eight Main St., Champaign, Ill.

Specialty Store—The Scott Shop Inc., 2308-2310 Mt. Vernon Ave., Alexandria, Va.

Sporting Goods Store—Peoples Sporting Goods, 217 W. 16th St., Cheyenne, Wyo.

Winning merchants will meet in New York May 4, for a three-day celebration. #

Meredith Publishing to Publish 'BH&G First Aid Book'

Meredith Publishing Co., Des Moines, will introduce its new "Better Homes & Gardens First Aid For Your Family," late in May. Priced at $1.50, the book explains first rules that must be applied immediately in any emergency, lists medical supplies to have ready in the home and auto and covers first aid emergencies from bleeding and shock to bites and stings.

The book is illustrated with how-to-do-it artwork and pages are devoted to illustration of the proper methods of transporting the injured, bandaging wounds, applying splints, etc.

A. C. Hoffman Joins Lever

Alexander C. Hoffman, formerly with Compton Advertising, has joined Lever Bros. Co., New York, as a product manager in the Lever division.

Chain STORE Sales

February

	February 1960	February 1959	% Gain or Loss	2 Months 1960	2 Months 1959	% Gain or Loss
FOOD CHAINS						
Colonial Stores	33,820,075	33,017,918	+ 2.4	67,661,563	65,933,548	+ 2.6
Jewel Tea	35,374,768	34,411,018	+ 2.8	71,347,604	69,790,265	+ 2.2
Kroger Co.	141,178,316	143,644,370	— 1.7	281,642,685	285,830,842	— 1.5
National Tea	64,000,788	62,500,185	+ 2.4	127,283,019	123,972,517	+ 2.6
Safeway	179,756,265	174,011,646	+ 3.3	361,348,346	338,709,627	+ 6.7
Group Total	$ 454,130,212	$ 447,585,137	+ 1.5	$ 909,283,217	$ 884,236,799	+ 2.8
MAIL ORDER						
Aldens	7,503,177	6,983,198	+ 7.4			
Sears, Roebuck	256,721,805	242,482,000	+ 5.9			
Spiegel	13,062,806	13,802,721	— 5.4	21,843,545	22,264,139	— 1.9
Montgomery Ward	81,876,548	81,410,219	+ 0.6			
Group Total	$ 359,164,336	$ 344,678,138	+ 4.2	$ 21,843,545	$ 22,264,139	— 1.9
DRUG CHAINS						
Peoples	7,097,692	6,312,523	+12.4	14,494,193	12,853,141	+12.8
Walgreen	23,288,331	20,951,515	+11.2	46,912,111	42,545,560	+10.3
Group Total	$ 30,386,023	$ 27,264,038	+11.5	$ 61,406,304	$ 55,398,701	+10.8
VARIETY AND MISCELLANEOUS						
Beck Shoe	3,333,564	3,260,733	+ 2.2	8,040,741	7,544,798	+ 6.6
Butler Bros.	14,715,000	13,172,000	+11.7	28,458,000	26,051,000	+ 9.2
*‡Diana Stores	2,394,620	2,103,031	+13.9	30,460,656	23,131,766	+31.7
Edison Bros.	7,237,506	6,594,016	+ 9.8	14,873,384	13,454,212	+10.5
Fishman, M. H.	926,098	799,605	+15.8	1,805,076	1,553,936	+16.2
[b]Franklin Stores	2,530,892	2,530,342	—	30,566,276	29,138,775	+ 4.9
Gamble-Skogmo Stores	9,774,606	8,660,850	+12.9	18,071,116	17,817,923	+ 1.4
Grant, W. T.	27,652,820	24,105,540	+14.7	52,612,318	47,293,297	+11.2
[c]Grayson-Robinson Stores	3,778,512	2,920,297	+29.4	38,645,907	32,106,585	+20.4
Green, H. L.	7,472,046	7,425,032	+ 0.6			
Hartfield Stores	1,367,498	1,242,848	+10.0			
*Howard Stores	2,104,756	1,316,921	+59.8	4,981,635	3,194,701	+56.0
Kinney, G. R.	4,495,000	3,828,000	+17.4	9,273,000	7,685,000	+20.7
Kresge, S. S.	25,464,493	23,702,922	+ 7.4	48,807,395	47,419,128	+ 5.0
Kress, S. H.	9,835,210	9,914,395	— 0.8	19,145,239	20,551,599	— 6.8
Lerner Stores	9,704,710	9,590,166	+ 1.2			
Mangel Stores	2,293,531	2,120,450	+ 8.2			
McCrory-McLellan Stores	10,487,043	10,223,951	+ 2.6	20,162,346	20,708,384	+ 2.6
Melville Shoe	8,211,082	7,170,088	+14.5	17,310,403	15,002,412	+15.4
Mercantile Stores	9,534,000	8,996,000	+ 6.0			
Murphy, G. C.	14,232,688	12,924,373	+10.1	28,215,741	25,607,960	+10.1
Neisner Bros.	4,466,475	3,965,818	+12.6	8,632,611	7,819,788	+10.4
Newberry, J. J.	14,863,427	13,726,568	+ 8.3	27,877,090	26,619,517	+ 4.7
Rose's Stores	2,214,234	1,938,790	+14.2	4,113,886	3,670,225	+12.1
†Shoe Corp. of America	5,341,468	4,970,710	+ 7.5	11,996,330	10,947,894	+ 9.6
[d]Sterchi Bros.	1,177,184	1,205,946	— 2.4	18,468,482	17,130,261	+ 7.8
Western Auto	18,060,000	16,538,000	+ 9.2	35,497,000	32,473,000	+ 9.3
White Stores	3,563,323	3,683,702	— 3.3	6,915,186	6,991,581	— 1.1
[e]Winn-Dixie	57,715,507	53,731,038	+ 7.4	496,144,454	455,668,255	+ 8.9
F. W. Woolworth	63,675,241	55,859,980	+14.0	121,268,645	109,015,963	+11.2
Group Total	$ 348,622,534	$ 318,222,112	+ 9.6	$1,103,342,917	$1,008,597,460	+ 9.4
Combined Total	$1,192,303,105	$1,137,749,425	+ 4.8	$2,095,875,983	$1,970,497,099	+ 6.4

†Figures shown do not include any sales of A. S. Beck Shoe Corp. *Figures shown include sales of Ripley Manufacturing Corp., acquired December 1959. [c]7 Months. [b]8 Months. [e]9 Months. [d]12 Months. ‡1960 figures include sales of R. H. Miller Inc., acquired Aug. 1, 1959.

Graff Adds Carvel Dealers

Carvel Dealers' Assn. of Brooklyn has appointed Harry W. Graff Inc., New York, to handle advertising, sales promotion and p.r. The association represents the Brooklyn members who operate Carvel ice cream stores under franchise.

SERVICE IS MORE THAN JUST A WORD AT LAKE SHORE ELECTROTYPE DIVISION

1224 W. VAN BUREN · CHICAGO 7, ILL. · SEeley 8-1010

3M PRE-MADEREADY ELECTROTYPES
REILLYTYPES · REILLY PLASTICTYPES
R.O.P. COLOR NEWSPAPER MATS
ENGRAVING SERVICE DEPARTMENT

don't overlook MUNCIE'S MONEY-MAKING MARKET

big per capita income

10% above the national average . . . over $5,400.00* per family.

*SRDS, October 15, 1959

The MUNCIE STAR ★ MUNCIE EVENING PRESS

MUNCIE, INDIANA

National Representatives: Kelly-Smith Company

Invasion by American Agencies Could Ruin British Ad Business: Brunning

(Continued from Page 2)

happen here," Mr. Brunning declared. "It will mean a lowering of ethical standards, the diminishing of profits and a rapid turnover of accounts from agency to agency."

About half the agencies in Britain are members of the Institute of Practitioners in Advertising. Their activities are governed by the IPA's by-laws relating to standards of practice.

These by-laws forbid, among other things, the presentation of speculative plans and a direct invitation to clients of rival agencies to consider a change of agency.

■ "Such a code would have no chance and could not last in face of this American influence and opposition," said Mr. Brunning.

His own agency, S. C. Peacock Ltd., withdrew from the IPA a year ago after 20 years' membership because of disagreements over the by-laws restricting the methods by which members are allowed to seek new accounts.

Peacock planned to use a coupon in a series of advertisements telling of its agency service. This did not meet with IPA approval.

The agency announced at the time that its directors felt "the vigorous and hard selling advertisements planned for the Brunning Group of companies in 1959 are incompatible with membership of the institute so long as its by-laws continue to be interpreted as is now the case."

■ Mr. Brunning said if and when these by-laws were amended, he would be "happy to reapply for membership of the IPA, whose work I have always admired."

He said his own "difference of opinion" with the IPA was not of the same ethical nature as that which would arise if the American agency influence were allowed to spread in Britain.

"I believe advertising in London is much more of a rat race than in the provinces," he said. "But London is a kindergarten compared with Madison Avenue.

"American advertising men have just discovered the European Common Market and are terrified at having no reply when their clients ask, 'Where is your London or Paris office?' "

That, he explained, is why American agencies are "desperate" to get a foothold in Britain.

■ He claimed that he had been pursued by bids and merger offers for his agency, both in London and New York. "All these attempts have failed," he said.

"I deplore this threat of American influence on the British advertising industry. I hope I am wrong but I feel sure that the writing is on the wall."

He did not name the six agencies he claimed were trying to "buy a foothold" in Britain.

Besides flaying American advertising, Mr. Brunning lashed out at the home side, indicating that all was not sweetness and light in British advertising.

Attacking "dishonest practices in British advertising," he said these included rebating of part of commissions and "client stealing" by departing executives.

■ He claimed that in a recent case three leading British agencies sharing a large account kicked back 5% of their commissions to the client.

Mr. Brunning was scathing about executives who leave to go to other agencies or start their own business and take accounts with them. "These men are thieves," he said, "and are no less guilty than the man who dips his hands into the company's petty cash."

■ *World's Press News* took Mr. Brunning to task in an editorial. It said in part:

"It seems to us that Mr. Brunning is wrong both in his facts and his forecast. The movement of American agencies to the United Kingdom began before the war, led by such agencies as J. Walter Thompson Co., McCann-Erickson and Erwin, Wasey & Co., who have since amalgamated with Ruthrauff & Ryan.

"Since the war there have been others, like Foote, Cone & Belding, Young & Rubicam, and Grant Advertising. These are American agencies which have established companies in London.

■ "Others have preferred to enter Britain by way of a merger with a British agency, a choice influenced either by British Treasury restrictions, or by finding a British agency exactly suited to their requirements.

"This was the method of entry adopted by the American agencies of Benton & Bowles, who merged with Lambe & Robinson, and Ted Bates & Co., who merged with John Hobson.

"These are names highly respected in British advertising. It would be absurd to suggest that their coming has resulted in a lowering of ethical standards. They have not flouted the IPA. And, if in their country of origin advertising is 'a cutthroat business that has few ethics and laws,' there has been no sign of them attempting to import such conditions.

"In general those agencies which are American in origin bend over backwards in attempting to be more British than the native product.

■ "It is not unusual to find an all-British board of directors and a staff entirely British, save for a few Americans who are here to gain European experience.

"There is, moreover, a sound economic reason why a medium-size British advertising agency should effect a merger with an American one.

"This is due to the 'recognition' system, by which an agency which is owned by an advertising interest is debarred from receiving an advertising discount from the press.

"Suppose that a British agency is built up largely by the efforts of one man, and that this man wishes to safeguard its future and make some provision for his retirement. In attempting to sell the whole or part of his interest, the principal proprietor will find that almost every source of ready money is debarred from acquiring an interest in the agency by reason of the recognition system.

■ "Other British agencies are seldom interested; for in the last analysis an agency is an intangible, a collection of accounts held together by good will and good service. And few British agencies have money to spare for such acquisitions.

"But to an American agency, the chance of merging with a British counterpart offers a foothold in Europe for export advertising and international servicing for American clients.

"Obviously there are dangers in such a development. Pursued to its logical conclusion it would mean that British advertising, with the exception of a few big agencies, would largely pass into American hands.

"Given even the same degree of autonomy as that enjoyed by existing American-controlled agencies in Britain, this would inevitably mean the slow domination of British advertising by American ideas.

■ "Such a situation would be bad because we believe that British advertising has as much to offer creatively and scientifically as that of any country in the world. But Madison Avenue seems to be just as aware of this—perhaps more so—as we are in London.

"And it is because of the health of British advertising, as exemplified by the continual emergence of new agencies and successful campaigns, that we believe the situation predicted by Mr. Brunning will not come to pass. For British advertising agencies are strong enough to face foreign competition without the aid of any sanctions or controls," the editorial said. #

REVOLUTION—*Westinghouse will use spreads like this one in magazines plus promotion on its CBS-TV "Desilu Playhouse" show this summer to introduce its new center drawer refrigerator. Opening the campaign are spreads in the April 2 issue of The Saturday Evening Post and April 11 issue of Life, followed by color pages in Good Housekeeping, Progressive Farmer and Successful Farming. Television promotion kicks off April 1. McCann-Erickson is the agency.*

Stone Joins McCann as VP, Associate Creative Head

Joseph Stone, formerly vp and copy group head at J. Walter Thompson Co., has joined McCann-Erickson, New York, as a vp and associate creative director. Mr. Stone, who was a key man on the Ford account, will be creative supervisor on the Buick account. With JWT since 1945, Mr. Stone has been credited with having pioneered the making of commercials in which top recording stars sing an advertising message to hit tunes.

Joseph Stone

5 Buy NBC-TV Daytime Shows

Coty Inc., New York, (Batten, Barton, Durstine & Osborn) heads a list of five sponsors buying NBC-TV daytime shows. Coty's purchase is for alternate-week quarter-hours of "Play Your Hunch" and "Young Dr. Malone" for 52 weeks beginning in July. Other advertisers include Rexall Drug Co. (BBDO), quarter-hours of seven daytime shows, for one week; Brown & Williamson Tobacco Co. (Keyes, Madden & Jones), quarter-hours of four daytime shows; Proctor Electric Co. (Weiss & Geller), alternate quarter-hours of six daytime shows; and Sweets Co. of America (direct), alternate half-hours of "Fury."

Houston Named New President of Richards Agency

(Continued from Page 2)

been unable to break away from a crucial dependence on a trio of accounts—Eastern Airlines, U. S. Rubber and National Distillers. Mr. Richards' personal relationships with Eastern and U. S. Rubber go back some 25 years.

■ Eugene I. Harrington, who headed one of the half dozen shops absorbed by Richards over the past 10 years, came East in 1955 to assume the presidency of the agency. He was to be given a free hand in building a staff that would attract package goods business.

The plan never worked. When Mr. Harrington arrived, the agency was billing $17,000,000. When he left in 1958—to return to the West Coast as chairman of Honig-Cooper, Harrington & Miner (now Honig-Cooper & Harrington)—Richards was billing $18,500,000. Several accounts followed Mr. Harrington out of the agency.

In 1957, Richards absorbed the Raymond R. Morgan Co. on the West Coast. In 1958, it merged with Tandy Advertising Agency, in Canada, to create Tandy-Richards.

■ Also in 1958, following Mr. Harrington's departure, the agency made a new deal on the West Coast, absorbing the Harris-Harlan-Wood operation that formerly functioned as Brooke, Smith, French & Dorrance of the Pacific Coast Inc.

A year ago, Richard pulled off its biggest merger, joining forces with Calkins & Holden, an agency embroiled in a bitter legal battle over a merger of its own, with Seklemian & North. Richards also negotiated for another merger—with Cohen & Aleshire—but these discussions terminated without any result.

■ Fletcher Doughitt Richards began his business career as an advertising salesman for the *Columbus Citizen* in 1916. He later moved to Detroit, becoming vp and treasurer of Campbell-Ewald. In 1935, he shifted to New York, as president of C-E's company here.

Campbell-Ewald Co. of New York was turned into Fletcher D. Richards Inc. in 1948. With Eastern and U. S. Rubber as the soupbone clients, Mr. Richards was billing $10,000,000 by 1951. Campbell-Ewald opened its own office, but New York has been a problem for the Detroit-based agency ever since 1948.

Although there are a number of stockholders today in Fletcher Richards, Calkins & Holden, Mr. Richards remains the largest single shareowner in the company. His only son, Fletcher D. Richards Jr., works at the agency as an account executive.

■ In Bryan Houston, the agency gets a president well versed in the package goods side of the business. Born on a Texas ranch, Mr. Houston's long business career includes service with two oil companies (Tidewater and Standard of Ohio), a bottler (Pepsi-Cola) and four agencies (Young & Rubicam; Lennen & Mitchell; Sherman & Marquette, and Bryan Houston Inc.).

Bryan Houston Inc. was formed in 1954 out of the old New York office of Sherman & Marquette. It had a rocky five years. It began with $18,000,000 in billings, 80% of these coming from two clients—Colgate-Palmolive and Nestle.

The agency went through numerous executive realignments at the top level. Until the acquisition of Dristan, it remained basically a two-client agency. Its volume never exceeded $19,000,000.

■ In June, 1958—about the time Gene Harrington was pulling out of Richards—Colgate yanked the $4,000,000 Ajax account out of Houston. A month later, Houston resigned the rest of its Colgate business. Ten months later came the next blow, as Whitehall Pharmacal moved Dristan to Tatham-Laird, the account team moving with it. The *coup de grace* came seven weeks later, with the loss of Nescafe to William Esty Co.

The agency had dropped more than $12,000,000 in one year, and by the time the Nescafe news was released, Mr. Houston was ready to take the edge off the announcement with an announcement of his own: He was merging with Fletcher Richards.

Mr. Houston, soft-spoken and suave, has a reputation for coolness under fire. He has survived many a crisis, and he looks some 15 years younger than his actual age. He may be happy about being with a shop that does not bear his name; he once told a reporter that one of the troubles with an agency that has only one name on the door is that whenever anything goes wrong on any account in the house, the client always wants to see the head man. #

Raytheon Asks Distributor Vote on 'Troublesome' Tubes

Raytheon Co.'s distributor products division, Westwood, Mass., prior to launching a new "crusade against call-backs" campaign, is asking independent tv and radio service dealers to vote in a special election to determine the 10 most troublesome receiving tubes, regardless of brand. Polls, which have been set up in Raytheon distributorships across the nation, will close May 10.

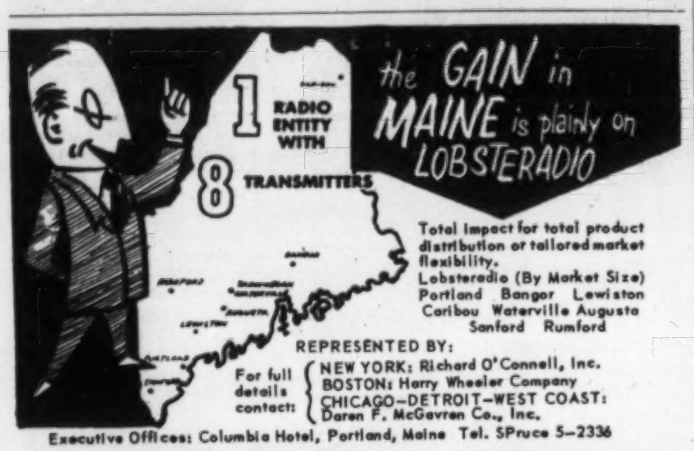
Distributors will collect the ballots frequently during the campaign and send them to Raytheon's Unicenter, where electronic computers will help select the most troublesome tubes. Election results and details of the quality guarantee feature in Raytheon's campaign will be announced later this spring.

Needham, Louis Names Two

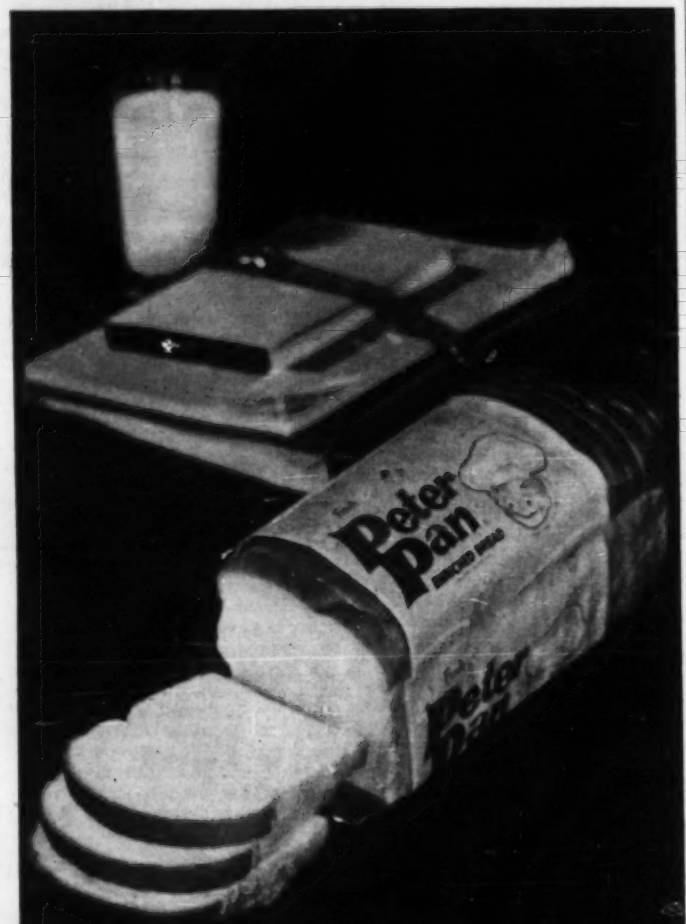
Dean Ferres has joined Needham, Louis & Brorby, New York, as an account executive, and Anthony D'Arrigo has joined the agency as an art director. Mr. Ferres formerly was with Sales Communication Inc. Mr. D'Arrigo previously was a free lance artist, and was a designer with Doyle Dane Bernbach Inc. and Cunningham & Walsh.

Indiana Standard Buys Hourly Radio News on WGN

Standard Oil Co. (Indiana), Chicago, has launched a major radio campaign in Chicago with the introduction (this month) of a schedule of 120 newscasts per week on WGN, Chicago. The two-minute newscasts are presented on the half hour, Monday through Friday, beginning at 5:30 a.m. and continuing to 10:30 p.m. D'Arcy Advertising Co., Chicago, is the agency.



Executive Offices: Columbia Hotel, Portland, Maine Tel. SPruce 5-2336



ADVERTISED IN EASTERN IOWA ON KCRG-TV, CHANNEL 9

The Petersen Baking Company is one of many successful national advertisers using KCRG-TV. Channel 9 is a necessary part of effective selling in the Cedar Rapids-Waterloo-Dubuque market. Your Branham Company representative will tell you why. Minneapolis; Harry S. Hyett Co.

ABC
IN IOWA'S NUMBER 1 TV MARKET
KCRG-TV Channel 9 CEDAR RAPIDS
Joseph F. Hladky, Jr., President
Redd Gardner, General Manager

GREEN STRIPE—*Joseph Garneau Co., import division of Brown-Forman Distillers Corp., Louisville, Ky., is using b&w and black and green ads weekly in the Houston Chronicle through April 28 to plug Usher's Green Stripe scotch. Albert Woodley Co., New York, is the agency.*

Lever Gives All Canadian English TV to MacLaren

(Continued from Page 1)

they say that the move, which involves commission splits with Lever's three other television-handling agencies, will give MacLaren an additional $500,000 a year in billings.

In Canada, Lever uses Cockfield, Brown; Batten, Barton, Durstine & Osborn; Foote, Cone & Belding; Kenyon & Eckhardt; Needham, Louis & Brorby; J. Walter Thompson Co., and Young & Rubicam, as well as MacLaren.

MacLaren; Thompson and Y&R this year handled television shows for Lever.

■ Apparently Lever felt that it should consolidate all English-language television management with one agency to give it a stronger voice in broadcasting circles.

Said R. B. Collett, director of advertising for the company: "The increasing complexity of program buying, especially with the arrival of second stations in many new markets, has brought us to the conclusion that our interests would be served most effectively by concentrating our English television operations with one agency. The decision in no way reflects on our other agencies, nor does it affect agency assignments of any of our brands."

However, trade sources here see more in the development. They point out that it would be more economic for Lever to use fewer than eight agencies in Canada and they forecast that the company is intending further consolidation of its advertising operations.

It is understood that there was considerable dissatisfaction among the agencies which lost out on television billings and that the commission splits were not considered by them to be equitable. #

Ehrhart Appoints Two

Jonah Atlas, formerly with Audits & Surveys Co., has joined T. A. Ehrhart Associates, New York, as director of field operations. Ehrhart also has named Donald D. DeMarzio, formerly market analyst at Revlon Inc., an account research executive.

Mathes New Miami Office to Get Regal Beer

(Continued from Page 1)

Regal brands and Regal's Miami brewery two years ago when it purchased American Brewing Co., a subsidiary of City Products Corp. (AA, Feb. 24, '58). However, Anheuser-Busch has agreed to sell its plant here within the next year as the result of a consent decree signed with the Department of Justice last month (AA, Feb. 8).

Anheuser-Busch has another brewery in Tampa, and presumably will brew the Regal brands in this plant after the Miami brewery is sold.

■ Signing of the consent decree climaxed the government's case against Anheuser-Busch which started in November, 1958, when the Justice Department filed a complaint charging that acquisition of the Miami plant would substantially lessen competition or tend to create a monopoly in violation of the Clayton Act (AA, Nov. 17, '58).

Another recent development in Florida saw Anheuser-Busch split a territory served by Swed Distributing Co., Tampa, which for many years has been a powerful Budweiser distributor in Florida. Swed will continue to serve the Tampa area, but distributorships in some ten other cities reportedly have been assigned to other persons, some of them former Busch employes. #

BBDO Advances Two; Adds Duquesne Light

Batten, Barton, Durstine & Osborn, New York, has elected Allan S. Perry, account group head, a vp. McDonald Gillespie, management supervisor, vp and a director, has been elected to the agency's executive committee.

BBDO's Pittsburgh office has been named to handle advertising for Duquesne Light Co., Pittsburgh. Duquesne has had no agency for many years. The account is expected to bill $500,000 this year, slightly more than it spent last year.

Max Levand, 67, 'Wichita Beacon' President, Is Dead

WICHITA, KAN., March 22—Max M. Levand, 67, president and general manager of the Beacon Newspaper Corp., died yesterday in an ambulance en route to a Wichita hospital.

The *Wichita Beacon* characterized Mr. Levand's death as signaling "the end of a colorful newspaper career that was formed in the rough and tumble days of early Denver and covered the entire Midwest—from Colorado's capital city to Kansas City, Mo., to Casper, Wyo., to St. Joseph, Mo., and then to Wichita."

During the 32 years in which he was in Wichita, Mr. Levand helped keep the local pot at fever pitch much of the time, as the *Beacon* and *Eagle* fought circulation and advertising wars punctuated by unconventional moves on both sides and numerous charges and countercharges.

■ The three Levand brothers, Max, John and the late Louis, bought the *Wichita Beacon* from the late Henry J. Allen, former Kansas governor and U.S. senator, in 1928.

The brothers entered the newspaper field as newsboys—Louis first at Cincinnati, then with his younger brothers in Dayton, O., and in Denver. John, at the age of 20, became circulation manager for the *Denver Post*. He brought in Max to head street circulation, and Louis joined them later.

Max went to the *Kansas City Post* as general manager after being with the *Denver Post* from 1901 to 1915. He stayed with the Kansas City newspaper until 1923.

He bought and published the *Herald*, Casper, Wyo., in 1923-26, and published the *Gazette*, St. Joseph, Mo., in 1926-27. When he returned to Denver after selling the *Gazette*, the three brothers joined in purchase of the *Wichita Beacon*.

Louis was the publisher, Max specialized in operations and advertising, and John was circulation manager. With the death of Louis in 1953, Max took the helm as president and general manager.

Survivors include his brother, John; his widow, Mrs. Lillian Levand; three sons, Elliott A., Jack B. and Marvin H., all officials of the corporation. #

"I'm going to see that presentation if I have to go over to Purchasing Magazine and sit on the doorstep . . .

You know, that one that tells how Ford put the p.a.'s to work to pre-cost the Falcon.

Sure—they're running the whole story in the Value Analysis issue—comes out May 23.

Closing date? May 2. Want to expose an ad?"

Selling Cars?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85.000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

ORAL HYGIENE
1005 LIBERTY AVENUE, PITTSBURGH 22, PENNSYLVANIA

RETAILERS KNOW: LIVING SELLS

When it boils down to who buys what, retailers know the answers. *They've got to know to stay in* business. Retailers of furniture and home furnishings recognize the **Time Of Purchase** market as their most potent source of sales ... give **LIVING** For Young Homemakers the nod in every demonstration of retailer acceptance.

For instance: At the January 1960 furniture market in Chicago, Bennett-Chaikin, Inc. had investigators ask 300 store executives and buyers their opinions of magazines as direct influences on their sales. These interviewers were in no way identified with any magazine. Here's what they were told:

1. WHICH GROUP OF MAGAZINES DO YOU THINK IS DOING THE BEST JOB OF INFLUENCING PROSPECTS?

Home Magazines	82.3%
General Magazines	9.0
Women's Service Magazines	7.7
News Magazines	1.3

LIVING SELLS

2. WHICH ONE OF THESE MAGAZINES GIVES YOU THE BEST OPPORTUNITIES FOR PROMOTIONAL TIE-INS?

LIVING For Young Homemakers	32.3%
Home Magazine B	19.3
Home Magazine C	14.0
Home Magazine D	10.0
General Magazine A	9.7
Women's Magazine A	1.7
Women's Magazine B	1.7
General Magazine B	1.3
Store Distributed Magazine A	1.0
Home Magazine E	0.7

LIVING SELLS

3. HAVE YOU TIED IN WITH ANY MAGAZINES ON AN IN-STORE PROMOTION IN THE LAST 12 MONTHS? (IF YES) WHAT MAGAZINE?

LIVING For Young Homemakers	13.3%
Home Magazine B	9.7
General Magazine A	9.7
Home Magazine C	6.7
Home Magazine D	3.0
Women's Magazine A	1.7
General Magazine B	1.7
Women's Magazine B	1.3
General Magazine C	1.7
Women's Magazine C	0.7
Home Magazine E	0.3

LIVING SELLS

4. WHICH OF THE FIVE HOME MAGAZINES WOULD YOU SAY DOES THE BEST JOB OF PROMOTING THE SALE OF FURNITURE TO THE BUYING PUBLIC?

LIVING For Young Homemakers	37.7%
Home Magazine B	27.0
Home Magazine C	22.7
Home Magazine D	10.0
Home Magazine E	2.7

LIVING SELLS

5. WHICH MAGAZINE DO YOU FEEL SHOWS THE KIND OF FURNITURE YOU SELL?

LIVING For Young Homemakers	41.3%
Home Magazine B	24.3
Home Magazine C	22.0
Home Magazine D	7.0
Home Magazine E	4.0

(Names of magazines will be supplied upon request.)

LIVING SELLS

6.

Last year, for the second consecutive year, retailers devoted more than a million lines of their own advertising to tie-ins with **LIVING For Young Homemakers.** No other magazine in the "special interest" home field came close to this mark.

Source: Advertising Checking Bureau

7.

Last year, 5,402 stores were tied-in directly with the editorial and advertising pages of **LIVING** by having their names listed in the magazine. In total, there were 8,206 such listings.

HOP on the brandwagon

The September issue of LIVING—**"Elections for LIVING"**—promises to be the focal point of the outstanding home furnishings event of the Fall. Scores of stores—some of the biggest names in retailing—have grabbed at the opportunity to be part of this coast-to-coast event. Smart manufacturers are planning now to launch their Fall selling campaign with **"Elections for LIVING."**

LIVING

FOR YOUNG HOMEMAKERS / THE TIME OF PURCHASE MAGAZINE

New York—575 Madison Avenue

KRON is TV in SF

San Franciscans are sold on KRON-TV

#1 TV STATION FOR 25 CONSECUTIVE MONTHS
(ARB total week share of audience, Jan. '58 - Jan. '60)

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •